

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

Who is your customer?
i.e. working parents of 0-5 y.o. kids



Healthcare workers, cab drivers, police, and public who need to get to the hospital or any other destination in case of an emergency.

6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.



It is a new circumstance to all the people and the resources for such have not been implemented beforehand.

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem



or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an

Aarogya Setu app which helped during the spread of Covid-19. However, the service of notifying the people about the zones has not been implemented.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.



In case of a pandemic, we are trying to reduce the spread of the infection by notifying people about the infected zones and specifying alternative routes to carry out work for emergency purposes.

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.



Since the pandemic will restrict people geographically even in emergency cases, this app has been developed to help them navigate to places without travelling through infected areas. Uncontrolled number of cases arising.

7. BEHAVIOUR

What does your customer do to address the problem and get the job done?

i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e.



Feedback from customer to the developers to improve the features of the app.

Focus on J&P, tap into BE, understand RC

3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

TR

Using the app after hearing the reviews about the app and learning about the efficiency and how useful it is.

4. EMOTIONS: BEFORE / AFTER

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

EM

Before: confused and in dilemma
After: Clarified and feeling safe.

10. YOUR SOLUTION

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.

If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

SL

This application is developed to notify people that they are in the infected zone to reduce the spread of the disease. The customer can take preventive measures if there a need to stay in that area or they can leave. Public workers such as cab drivers, healthcare workers can find alternative routes to get to their destination.

8. CHANNELS of BEHAVIOUR

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development?

CH

Customers will report in case of any incorrect information and also specify any additional features if required.