

Define CS, Fit into CC	<p>1. CUSTOMER SEGMENT(S) CS</p> <p>Who is your customer? i.e. working parents of 0-5 y.o. kids</p> <p>Working parents of 0 – 10 years kid</p>	<p>6. CUSTOMER CONSTRAINTS CC</p> <p>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.</p> <p>Network connection, Battery low</p>	<p>5. AVAILABLE SOLUTIONS AS</p> <p>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 alternative to digital notetaking</p> <p>In past, monitor the child in person in the respective location. By this solution, they can leave their child in a particular location and can monitor them remotely.</p> <p>Pros: Time saving Remote monitoring</p> <p>Cons: Improper network Connection Keep gadget safely</p>	Define CS, Fit into CC
Focus on J&P, tap into BE, understand RC	<p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p> <p>Notify when the child crosses Geo fence Keep track of Child's Location</p>	<p>9. PROBLEM ROOT CAUSE RC</p> <p>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.</p> <ul style="list-style-type: none"> • Due to increased insecure environment for Children • Naughtiness of Child 	<p>7. BEHAVIOUR BE</p> <p>What does your customer do to address the problem and get the job done?</p> <p>Monitor their child through Mobile application and can find their child easily.</p>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<p>3. TRIGGERS TR</p> <p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p> <ul style="list-style-type: none"> • When the child crosses the Geo fence • When the Child's Temperature, Heart rate are abnormal <p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>How do customers feel when they face a problem or a job and after? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.</p> <p>Panic, Insecure, Worried</p>	<p>10. YOUR SOLUTION SL</p> <p>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 behavior.</p> <ul style="list-style-type: none"> • Hand held gadget with integrated mobile application with Temperature, Heart Rate sensors, Location tracking. • Creating Geo fence. • Water/sweat resistant, high battery power, user-friendly application, good network connectivity 	<p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</p> <p>Create Geo fence</p> <p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <p>Inform police about Child's Location in case of emergency</p>	Identify strong TR & EM