Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   `CS`

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

Patients in a hospital who needs to get admitted for a period of time

6. CUSTOMER CONSTRAINTS   `CC`

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.

budget, emergency situations, no cash

5. AVAILABLE SOLUTIONS   `AS`

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

Approximate prediction of the Length of stay.
Pros: Allocation of beds and resources in some amount
Cons: The prediction is not accurate leading to lack of resources

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.

Length of stay of each patient needs to be predicted for the right allocation of beds and resources

9. PROBLEM ROOT CAUSE   `RC`

What is the real reason that this problem exists? What is the back story behind the

Predicting the Length of stay approximately leads to this

7. BEHAVIOUR   `BE`

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

Check where the resources are available, ask the administration to provide beds

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

3. TRIGGERS `TR`

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

Knowing about other hospitals allocating resources and beds more efficiently

4. EMOTIONS: BEFORE / AFTER `EM`

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.

Before: scared, no confidence, weak
After: happy, more confident, relieved.

10. YOUR SOLUTION `SL`

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.

Prediction of Length of stay with their age, severity of illness using historical data so that the prediction would be more accurate and the allocation of beds and resources would be better.

8. CHANNELS of BEHAVIOUR `CH`

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.

Online: find where the necessary resources are available
Offline: check if there are any better hospitals that could provide them bed