

## Define CS, fit into CC

## 1. CUSTOMER SEGMENT(S)

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

- Parents.
- Childrens.
- Teachers.

CS

## 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.

- Cost effective operation.
- Better use of resources.
- Easy to access informations.

CC

## 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 alternative to digital notetaking

- It assists parents to monitor their children remotely.
- In case situations happen, notification will be sent to parents.

AS

**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.

- Security and Privacy .
- Connectivity and power dependence.
- Lack of automation.



## 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.

- Working children .
- Discrimination .
- Abuse children.

RC

## 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. Greenpeace)

- Teach your kids to always keep the door closed.
- Ensure that kids know the contact information.

BE

#### 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.

- Many children in remote communities have to make the most unimaginable and dangerous journeys every day.



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

- It assists parents to monitor their children remotely.
- In case situations happen, notification will be send to parents so that action can be taken.

## 8.2 OFF

- Keep your computers and mobile devices up to date.
- Keep personal information personal.
- Secure your internet connection.

## Identify strong TR & EM

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## Identify strong TR & EN