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|-------------------------|--|---|---|---|
| Define CS, fit into CC  | <b>1. CUSTOMER SEGMENT(S)</b><br>Who is your customer?<br>i.e. working parents of 0-5 y.o. kids<br><br><b>The Internet User</b>  | <b>6. CUSTOMER CONSTRAINTS</b><br>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<br><br><b>1. Untracable</b><br><b>2. Lack of awareness</b><br><b>3. Cloned websites</b> | <b>5. AVAILABLE SOLUTIONS</b><br>Which solutions are available to the customers when they face the problem? 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<br><br><b>1. Social Media</b><br><b>2. News media</b><br><b>3. Word of mouth</b><br><b>4. Existing phishing sites</b>  | Explore AS, differentiate   |
|                         | Focus on JAP, tap into BE, understand RC   | <b>2. JOBS-TO-BE-DONE / PROBLEMS</b><br>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.<br><br><b>1. Verification of Websites</b><br><b>2. Prevention of Scams</b>  | <b>9. PROBLEM ROOT CAUSE</b><br>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.<br><br><b>1. Lack of Awareness</b><br><b>2. Purposive Scammers</b>  |   |
| Identify strong TR & EM |  | <b>3. TRIGGERS</b><br>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.<br><br><b>➤ Social Media</b><br><b>➤ Knowledge of Scams</b><br><b>➤ Experience</b>  | <b>10. YOUR SOLUTION</b><br>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.<br><br><b>Need to verify the links and the websites</b> | <b>8. CHANNELS of BEHAVIOUR</b><br><b>8.1 ONLINE</b><br>What kind of actions do customers take online? Extract online channels from #7.<br><br><b>1. Reporting to the sites</b><br><b>2. Analysis the webpage</b><br><br><b>8.2 OFFLINE</b><br>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.<br><br><b>Contact cybersecurity division</b> |
|                         | <b>4. EMOTIONS: BEFORE / AFTER</b><br>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.<br><br><b>➤ Suspicious - Trustworthy</b><br><b>➤ Insecure - secure</b><br><b>➤ Unknown - known</b> |   |   |   |