

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?
i.e., working parents of 0-5 yr. kids

➤Chemical industries.

➤Hospitals

➤Households

➤Home appliances manufacturing industries.

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.

➤Frequent maintenance.

➤Easy to handle

➤Doesn't require skilled labors to use.

➤Less power consumption

➤Cost effective

➤Portable

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 alternative to digital notetaking

➤Users are able to monitor the concentration of the gas on their smartphones, receive notification and remotely take necessary action when gas leakage occurs.

➤Automatic emergency exit upon detecting smoke and fire.

➤Tracking the exact location of gas leakage.

➤Continuous monitoring of gases.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

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

➤To know about the leakage of gas

•To avoid wastage of gas.

•To increase production.

•To protect surrounding people from danger.

•To avoid an explosion

➤To monitor the usage of LPG on a regular basis to save and use fuel in an efficient way.

➤To monitor the level of O2 to prevent the wastage of the gas

9. PROBLEM ROOT CAUSE

RC

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.

➤Gas leakage leads to various accidents resulting into both financial loss as well as human injuries. So, the early detection of gas leakage is needed to protect surrounding people from danger.

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 work (i.e., Greenpeace)

➤Fast and accurate prediction.

➤Optimized for use in many places.

➤Flexible and adapt to make modifications.

➤Detect wide range of gases.

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.

- Reading and viewing gas leakage accidents and disasters in social media.
- Searching related products in e-commerce websites.
- Consequences of gas leakage accidents and its effects.

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: Financial and personal losses.

AFTER: Quickly fix the problem

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.

- Tracking the exact location of gas leakage and alert the people by notification.
- Continuous measurement of gas concentration to increase productivity

9. CHANNELS of BEHAVIOUR**CH****9.1 ONLINE**

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

9.2 OFFLINE

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

ONLINE:

- Searching related products in websites, social media, etc.
- Comparing existing models and reviews and opinions of others.

OFFLINE:

- Viewing catalogs and advertisements.