Define CS, fit into CC

Explore AS, differentiate

Focus on J&P, tap into BE

Identify strong TR & EM

1. CUSTOMER SEGMENT(S)   CS

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

Industrial and home

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, inaccuracy, network problem

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

Ensure that the safety measures are done in the instrument.
Emergency alarm was used when gas leak

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.

Detection of gas leak and sending the alert

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.

Over a period of time, gas pipes can warp, bend, or break.Lack of proper appliance

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;

Find the right gas leak detector and sensor , measure the gas leak

3. TRIGGERS   T

R

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

By seeing or reading the gas leak accidents and their impact on surrounding

4. EMOTIONS: BEFORE / AFTER   E

M

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 – fear and loss of consciousness
After -confident and feel secure

10. YOUR SOLUTION   S

L

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.

Gas detector is used to identify the gas leak and notify the user by giving a alert signal

8. CHANNELS of BEHAVIOUR   CH

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

Customers will look for the specifications of the gas leak detector and their components

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

Customers will look at the showcase product and its working performances