PREPARE SOLUTION FIT

1. CUSTOMER SEGMENT(S) CS	**6. CUSTOMER CONSTRAINTS** CC	**5. AVAILABLE SOLUTIONS** AS
Who is your customer? i.e. working parents of 0-5 y.o. kids	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.	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
Drivers,Passengers,Motorists	1. Budget problem. 2. Pressure of how it will be received by the public.	Send a petition to the collector to improve the lighting and rain water draining system for the roads

Define CS, fit into CC · *Explore AS, differentiate*

2. JOBS-TO-BE-DONE / PROBLEMS J&P	**9. PROBLEM ROOT CAUSE** RC	**7. BEHAVIOUR** BE
Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.	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.	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)
1. When there is high traffic, road diversions can be signalled through these signboards. 2. When the weather condition is extreme i.e heavy rains, typhoon, storms etc. The roads will be slippery so the speed limit can be shown on the signboards	1.(i) Too many vehicles (ii) Roads being narrow. 2. (i) No proper draining system on the road. (ii) Less no street lights on the road.	Directly related: Tries to find a solution to prevent these problem. Indirectly related: Tries to go slowly during extreme weather conditions and tries to avoid the road by knowing the accurate time the road will have high traffic.

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

3. TRIGGERS TR	**10. YOUR SOLUTION** SL	**8. CHANNELS of BEHAVIOUR** CH
What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.	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.	**8.1 ONLINE** What kind of actions do customers take online? Extract online channels from #7
1. Time is wasted while waiting in traffic. 2. A lot of accidents occur cause of the weather condition.	By making signs with smart connectivity for better road safety using IOT Watson, Node MCU	People post on social media about the problems they faced while on the road which may lead to it trending and the Government taking action faster
4. EMOTIONS: BEFORE / AFTER EM		**8.2 OFFLINE** What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.
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: Frustrated cause of traffic. After: Frightened cause of slippery roads.		Awareness about this issue can be made by giving out fliers, sending petitions, doing rallies etc.

Identify strong TR & EM · *Extract online & offline CH of BE*