

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?

- Social media users
- Banking website users
- E-commerce website users
- Internet users etc.,

6. CUSTOMER CONSTRAINTS

CC

- Loss of sensitive information
- Threatening with the information
- Should have high security in organisation
- Awareness for the employees
- Secure services

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

- Secure Network connectivity
- Antivirus Installation
- Firewall Updates
- Frequent Software Updates
- Check the websites whether it is secure or not.

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.

- Safety of user's data
- Authentication or alert of suspicious attempts of user's login with their credentials.

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.

- Not proper awareness for users/employees to detect fraudulent websites.
- Not aware of security measures.
- Laziness of users

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job done?

- Using proper security measures.
- Frequent updates for software and security
- Firewall / Antivirus software installation
- Proper and frequent scan of the system

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

3. TRIGGERS**TR**

Customer would be triggered for the following,

- Good Deals and Discounts
- Fair Advertisements and coupons
- Curiosity of the deals provided and clicking the link that has been sent.
- Limited offers
- Trusting all the websites

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:

Stressed, Nervous, Fear, Panic, Threatened, Anxious

AFTER:

Confidence, Satisfaction, Reassured, Glad

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 behaviors.

- If suspicious links or attachments are clicked it will give an alert message
- Filtering the websites
- Providing authentication for the user's credentials.

8. CHANNELS of BEHAVIOUR**CH****8.1 ONLINE**

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

- Be aware of insecure websites
- Setting up Authentication or alert for fraudulent detection
- Updating the software, antivirus, firewalls;
- Be sure of security measures

8.2 OFFLINE

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

- If phishing happens take an immediate action by informing to the higher officials of the organization
- Organization should take immediate actions for their users and customers trust.