

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S) Industry Who is your customer? i.e. industrial power plant companies</div> <div>CS</div>	<div>6. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, installation cost, network connection, available devices.</div> <div>CC</div>	<div>5. AVAILABLE SOLUTIONS 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</div> <div>AS</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div> <div>J&P</div>	<div>9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? What is the back</div> <div>RC</div>	<div>7. BEHAVIOUR What does your customer do to address the problem and get the job done? i.e. directly related: find the correct sensors and monitoring node devices.</div> <div>BE</div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC

<div><div>3. TRIGGERS</div><div>TR</div><div>What triggers customers to act? i.e. workers more focus on their works without any fear.</div></div>	<div><div>10. YOUR SOLUTION</div><div>SL</div><div>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.</div></div>	<div><div>8. CHANNELS of BEHAVIOUR</div><div>CH</div><div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</div><div>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div></div>
<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div><div>How do customers feel when they face a problem or a job and afterwards? i.e. workers can work less fear and safely.</div></div>		