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|------------------------|--|---|--|---------------------------|
| Define CS, fit into CC | <div><div>1. CUSTOMER SEGMENT(S)</div><div>Who is your customer?<br/>i.e. working parents of 0-5 y.o. kids</div><div>Tourists and Naturalists who wants to know about the species they see while they travel through the forest.</div></div>   | <div><div>6. CUSTOMER CONSTRAINTS</div><div>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.</div><div>-It is expensive to hire a guide to help along the travel.</div><div>-It not possible to get information about species without external help.</div></div>  | <div><div>5. AVAILABLE SOLUTIONS</div><div>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div><div>Prediction of species using ANN algorithms</div><div>Pros:<br/>-More accurate<br/>Cons:<br/>-Less effective<br/>-Takes more time</div></div>                                | Explore AS, differentiate |
|                        | <div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div>Which jobs-to-be-done (or problems) do you address for your customers?<br/>There could be more than one; explore different sides.</div><div>-People are unaware of the dangers a species can posses.</div><div>-People don't know the benefits of a species.</div></div>   | <div><div>9. PROBLEM ROOT CAUSE</div><div>What is the real reason that this problem exists?<br/>What is the back story behind the need to do this job?<br/>i.e. customers have to do it because of the change in regulations.</div><div>-Sometimes people will travel into the forest without proper guidance.</div><div>-Traveling into the forest without getting help from others.</div></div>   | <div><div>7. BEHAVIOUR</div><div>What does your customer do to address the problem and get the job done?<br/>i.e. directly related: find the right solar panel installer, calculate usage and benefits;<br/>indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</div><div>-People refer to guide books which may take a lot of time.</div><div>-People approach professionals after they return after they return from the forest.</div></div> |                           |
|                        | <div><div>3. TRIGGERS</div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div>Knowing about its efficient process through social media, people tend to use the application.</div><div><div>4. EMOTIONS: BEFORE / AFTER</div><div>BEFORE: People had gone through hardships to get information on species.</div><div>AFTER: They will know confidently know whether to approach a species or not.</div></div></div> | <div><div>10. YOUR SOLUTION</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.<br/>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>Developing an application which can be used to identify and get information about the species efficiently and faster.</div></div> | <div><div>8. CHANNELS of BEHAVIOUR</div><div>8.1 ONLINE<br/>What kind of actions do customers take online? Extract online channels from #7</div><div>Search information on commonly spotted species beforehand.</div><div>8.2 OFFLINE<br/>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div>Carry guide books and research notes of other researchers and naturalist.</div></div>                  |                           |