

**1. CUSTOMER SEGMENT(S)****CS**

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

A banker who need to access his clients detail for verification.

A student who uses online websites to find his future job.

**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.

Customers have very little awareness on phishing websites.

They don't know what to do after losing data.

**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

Know what a phishing scam looks like. Don't click on that link. Get free anti-phishing add-ons. Don't give your information to an unsecured site. Rotate passwords regularly. Don't ignore those updates. Install firewalls. Don't be tempted by those pop-ups.

**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.

The phishing E-mails must be detected in an earlier stage.

Must be more cautious while searching for an job and must verify the website is certificated/approved one.

**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.

The hackers use new ways to cheat the naïve users.

Very limited research is performed on this part of the internet.

**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; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

The option to check the legitimacy of the Websites is provided.

Users get an idea what to do and more importantly what not to do.

**3. TRIGGERS****TR**

A trigger message can be popped warning the user about the site/e-mail id.  
A trigger message can be popped warning the user about the site.

**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.

How do customers feel when they face a problem or a job and afterwards? The customers feel lost and insecure to use the internet after facing such issues. Unwanted panicking of the customers is felt after encounter loss of potential data to such site

**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 behaviour.

An option for the users to check the legitimacy of the websites is provided.

This increases the awareness among users and prevents misuse of data, data theft etc.,

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

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

**8.2 OFFLINE**

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

**ONLINE:** Customers tend to lose their data to phishing sites.

**OFFLINE:** Customers try to learn about the ways they get cheated from various resources viz., books, other people etc.,

