

Buyer: Gain & Retain CSF		
1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> - Urban traffic planners - Smart city administrators - Highway authorities 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> - What restrictions do customer face when buying or using you? - Affordability (e.g. spending or credit access) - Lack of technical expertise to handle the job or use a technology adherence 	
2. JOBS-TO-BE-DONE / PROBLEMS <ul style="list-style-type: none"> - What problem or jobs-to-be-done does your customer? - How is your current solution addressing this? 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> - What is the actual, root problem cause here? - Is it a need (utilitarian / value desire) or - Why hasn't someone dealt with these yet? - Is the cause known to be because of the current solutions? 	7 BEHAVIOUR BE <ul style="list-style-type: none"> - Why and how does the customer seek to solve the problem and gain joy (or job done)? - What work arounds are being made, and pains suffered to find this? - How frequently does the problem occur? Look deeper into this
3. TRIGGERS TR <ul style="list-style-type: none"> - What triggers customer to start using your neighbour modeling forces? - What events or incidence lead to arriving at your doorstep? 	10. YOUR SOLUTION SL <p>How are you solving the problem better. show your current solution table.</p> <ul style="list-style-type: none"> - What key function or feature can develop? - Focus in bringing relief to the pain. joy to the job-to-done - Draw your imagined solution, describing a basic MVP 	10. CHANNELS & BEHAVIOUR CH <ul style="list-style-type: none"> - Web dashboard for authorities - Mobile alerts and integrations with existing ITS platforms - APIs for integration with city-level smart infrastructure
4. EMOTION: BEFORE / AFTER EM <ul style="list-style-type: none"> - What emotion does the customers currently focus on or feel after work(s) arriving at you 	11. UPLINE EM <p>Example Will Channels Affect Reach (#9)</p>	