

Buyer: Gain & Retain CSF

1. CUSTOMER SEGMENT(S)

CS

- Urban traffic planners
- Smart city administrators
- Highway authorities

6. CUSTOMER CONSTRAINTS

CC

- 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

- What problem or jobs-to-be-done does your customer?
- How is your current solution addressing this?

9. PROBLEM ROOT CAUSE

RC

- 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

- Why and how does the customer seek to solve the problem and gain joy (or job done)?
- What workarounds are being made, and pains suffered to find this?
- How frequently does the problem occur? Look deeper into this

3. TRIGGERS

TR

- What triggers customer to start using your neighbour making focus?
- What events or incidence lead to arriving at your doorstep?

10. YOUR SOLUTION

SL

- How are you solving the problem better. show your current solution table.
- What key function or feature can develop?
 - Focus in bringing relief to the pain. joy to the job-to-be-done
 - Draw your imagined solution, describing a basic MVP

10. CHANNELS & BEHAVIOUR

CH

- 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

- What emotion does the customers currently focus on or feel after work(s) arriving at you

11. UPLINE

EM

Example Will Channels Affect Reach (#9)