

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

Anyone who requires a cheap and efficient medium of transport for a short period of time with no need of maintenance.

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.

A well maintained database with a clear info about the user and the bike and an availability of the steady internet connection should be ensured

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

Traditional way of manually documentable database could be maintained and shared. But there might be a possibility of human errors and confusion due to huge records.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

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.

- Unavailability of bikes in peak hours,
- Unaware of bike share system.
- Problem during bad bad weather.

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.

Manual accounting and tracking of the rented vehicles could sometimes result in loss in track of records of the current user and the bike, which may lead to some serious consequences that should be faced by the bike sharing service provider.

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)

User help and support could be provided by including the customer care services in the interface and instruction manuals could also be provided to the each user of the rented bike to cross check and verify the working of the software, interface and the bike sharing system.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Common and a more advanced practices that encourages public and a shared transport medium.

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.

Customers will have a fair understanding about the bike (ex: no of kms it ran before, fuel capacity etc)

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.

- Developing an interactive dashboard that gives various insights about details like finding the number of bikes used by different age groups, etc.
- Different visualizations will be displayed on the dashboard for easy analysis. This makes it easier to take business decisions

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.

Steady network and an efficient database system should be made ensured.

Ensure the proper working of bikes and the genuineness of the users.

Identify strong TR & EM