

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></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>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></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 & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div></div>	Explore AS, differentiate
	<div>Urban residents of Smart Cities</div> <div>Working professionals, senior citizens, students</div> <div>Local businesses impacted by civic issues</div>	<div>Lack of awareness about complaint channels</div> <div>Limited access to smartphones/internet (in some demographics)</div> <div>Language barriers</div> <div>Low trust in government response</div>	<div>Traditional municipal helpline numbers</div> <div>Manual complaint registers at local offices</div> <div>Twitter handles of municipal corporations</div> <div>WhatsApp civic groups</div> <div>Cons: No tracking, low response, unclear authority, poor feedback loop</div>	
Focus on J&P, tap into BE, understand RC	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>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.</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>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)</div></div>	Focus on J&P, tap into BE, understand RC
	<div>Report public infrastructure issues quickly (e.g., potholes, broken streetlights, garbage overflow)</div> <div>Track status of complaints</div> <div>Avoid time-consuming visits or phone calls to civic bodies</div> <div>Increase transparency and accountability in city services</div>	<div>Lack of centralized, efficient, and citizen-friendly issue reporting mechanism</div> <div>Unstructured complaint processing by municipal bodies</div> <div>Gap between issue reporting and response tracking</div> <div>Low civic-tech integration in public governance</div>	<div>Capture photos/videos of issues</div> <div>Share on social media to get attention</div> <div>Call municipal offices or use ward meetings to complain</div> <div>Discuss in local Resident Welfare Associations</div>	
Define CS, fit into CL	<div><div>3. TRIGGERS<div>TR</div></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>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>What kind of solution suits Customer scenario the best? Adjust your solution to fit Customer behaviour, use Triggers, Channels & Emotions for marketing and communication.</div></div>	<div><div>8.1 ONLINE CHANNELS<div>CH</div></div><div>What kind of actions do customers take online? Extract online channels from box #7 Behaviour</div></div>	Explore AS, differentiate
	<div>Witnessing unresolved public issues</div> <div>Social media posts about civic negligence</div> <div>Delays in traditional complaint systems</div>	<div>A mobile + web-based Smart City Issue Reporting app that allows citizens to:</div> <div>Instantly report issues with geo-tagging and media uploads</div> <div>Track complaint progress</div> <div>Get push/email notifications</div> <div>View issue history and resolutions</div> <div>Enable two-way communication with civic authorities</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. 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>Social media posts/tweets</div> <div>Google reviews about city services</div> <div>City mobile apps (if any)</div>	
	<div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>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.</div></div> <div>Before: Frustrated, helpless, ignored, anxious After: Empowered, confident, satisfied, hopeful</div>		<div><div>8.2 OFFLINE CHANNELS<div>CH</div></div><div>What kind of actions do customers take offline? Extract offline channels from box #7 Behaviour and use them for customer development.</div></div> <div>Visiting municipal ward office</div> <div>Calling complaint hotlines</div> <div>Local newspaper letters</div>	