

1. CUSTOMER SEGMENT(S)

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

Industrial owners and other
organizational owners

CS

6. CUSTOMER CONSTRAINTS

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.

- Budget
- Risk
- Resources
- Scope
- Quality

CC

5. AVAILABLE SOLUTIONS

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

By detecting a fire quickly and accurately and providing early warning notification, a fire-detection system can limit the emission of toxic products created by combustion produced by the fire itself..

AS

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

In case of emergency through fire or any gas leakage, the system detects it.

J&P

9. PROBLEM ROOT CAUSE

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.

Any number of things may cause a fire alarm

RC

7. BEHAVIOUR

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)

Customer behavior analysis is an essential issue for retailers. It is used for optimized store performance, enhanced customer experience, reduced operational costs, and therefore higher profitability.

BE

3. TRIGGERS

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

Monitoring of the potential risk areas and an early detection of fire.

TR

4. EMOTIONS: BEFORE / AFTER

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.

They may get frustrated

EM

10. YOUR SOLUTION

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.

We design fire alarm systems as well as complete fire-fighting systems. The latter may comprise fixed alarm system, emergency as well as gas detection systems.

SL

8. CHANNELS of BEHAVIOUR

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

Online consumer behavior is the process of how consumers make decisions to purchase products in ecommerce.

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

Prefers to visit traditional stores or contact salesman and the use newspapers and telephonic media.

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