Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS

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

Travellers, vehicle drivers, police and public who in need to travel.

6. CUSTOMER CONSTRAINTS   C

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.

1. Internet connection should be stable.

2. GPS has to be switched on all the time.

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

BlueTrace app facilitates digital contact tracing of users to stem the spread of Covid-19. But, the implementation of alerting the users about the containment zones has not done.

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.

In order to reduce the spread of Covid-19 while travelling, the safest routes are provided to the user along with the intensity of the zones in 3 different colours

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.

Due to the unknowing of covid affected regions, people are getting affected. This problem is solved by providing information about the containment zones.

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.

Users give feedbacks and reviews to address the problem

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

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.

Using the app after hearing its uses like precautionary measures, intensity of containment zones while travelling.

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.

Before: Fears and worries while travelling.

After: No fears or worries because the user will be known about the safe zones and routes while travelling

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.

This application provides information about containment zones in a particular region and alerts people, through continous monitoring of an individual's location.

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?

Users can provide suggesstions to add additional features. They can also report in case of any issues.