

Define CS, identify CL	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none">Eco FriendlyEconomic	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> <ul style="list-style-type: none">Cost EfficientPortable hand held gadgets	5. AVAILABLE SOLUTIONS AS <small>PLUSES & MINUSES</small> <ul style="list-style-type: none">Fire and smoke alarm systemFire Extinguishing system	Explore AS, differentiate																							
	2. PROBLEMS / PAINS + ITS FREQUENCY PR <table><tr><td>High Temperature</td><td>Often</td></tr><tr><td>Machinery Breakdowns</td><td>Rare</td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr></table>	High Temperature	Often		Machinery Breakdowns	Rare							9. PROBLEM ROOT / CAUSE RC <table><tr><td>High Temperature</td></tr><tr><td>Improper maintenance</td></tr><tr><td>Careless</td></tr><tr><td></td></tr><tr><td></td></tr></table>	High Temperature	Improper maintenance	Careless			7. BEHAVIOR + ITS INTENSITY BE <table><tr><td>Frequent workloads</td><td>Often</td></tr><tr><td>Long breaks between loads</td><td>Often</td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr></table>	Frequent workloads	Often	Long breaks between loads	Often				
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Focus on PR, tap into BE, understand RC	3. TRIGGERS TO ACT TR <table><tr><td>High Temperature</td></tr><tr><td>No coolant supply</td></tr></table>	High Temperature	No coolant supply	10. YOUR SOLUTION SL <table><tr><td>Clean Environment</td></tr><tr><td>Proper machine placement</td></tr><tr><td>Proper maintenance</td></tr><tr><td>Coolant usage</td></tr></table>	Clean Environment	Proper machine placement	Proper maintenance	Coolant usage	8. CHANNELS of BEHAVIOR CH <table><tr><td>ONLINE</td></tr><tr><td>Maintained overloads reduced heat</td></tr></table> <table><tr><td>OFFLINE</td></tr><tr><td>Short Breaks extends life time of machine</td></tr></table>	ONLINE	Maintained overloads reduced heat	OFFLINE	Short Breaks extends life time of machine	Extract online & offline CH of BE													
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