



3. TRIGGERS

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

Human-caused fires are the result of abandoned campfires unattended, burning debris, equipment use and malfunctions, discarded due to negligence cigarettes and arson

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: Encroachment through loss of diversity, reduced wildlife

AFTER: Forest surveillance systems can be used to monitor stress in the forest so we can prevent human and wildlife and economic damage.

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.

In case of forest fire detection the burning substances are primarily identified as sceptical flame regions using a division strategy to expel the non-fire structures and results are verified by a deep learning model. The technology used to locate a forest or a bush fire is based on the concept of deep learning and YOLO algorithm. This deep learning model is deployed on a UAV which helps in detection of fire, meanwhile it can be monitored by web application and the forest fire area can be located in order to prevent it in advance.

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8. CHANNELS of BEHAVIOUR

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8.1 ONLINE

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

Collect the date and form a dataset in order to compare the flames regions for forest fire detection

8.2 OFFLINE

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

In case of forest fire detection the information is sent to forest authorities so that they will prevent it at ease.



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