Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

- Oil, Gas, Polymer Industries
- Hospital
- Safety Control Personals
- Mining

6. CUSTOMER CONSTRAINTS `CC`

- Network Connection
- Complexity in Installation
- High budget in installing other products make them to move far from modern technologies

5. AVAILABLE SOLUTIONS `AS`

- Upgrading to a premium network plan
- Availing network connection from a reliable Service provider.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

- Suffering from many losses due to gas leakage.
- Having no proper system for controlling or monitoring the leakage.
- Facing heavy budget problems in buying and installing a system for monitoring and controlling

9. PROBLEM ROOT CAUSE `RC`

- Quality of the material using which the device is made up of plays a vital role in the capability of the device to work in harsh environment.
- Location of the device installation and the network plan used by the user are the cause of Network issue.

7. BEHAVIOUR `BE`

- Harsh environment is prevailing only on certain industry; thus, the frequency of the said problem is low. In such a case the customer complaints multiple times to get the attention.
- Network issue is very common as most of the industries are located at the country side. Here the contact both the developers and the service providers

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

3. TRIGGERS

- The heavy damages or higher health issues due to the toxic gases urges them to find out a solution as soon as they could possible.

- Usage of the device is portrayed in the news.

4. EMOTIONS: BEFORE / AFTER

- Before the action is taken, the user feels deceived and cheated.

- After the problem is resolved, user feels the sincerity of the developers.

10. YOUR SOLUTION

- Network strength must be boosted in the device

- Device can be manufactured in multiple standards based on the environment.

- Proper evacuation plan and manifestation of emergency drills will help workers to take appropriate step during emergency.

8.CHANNELS of BEHAVIOUR

8.1 ONLINE
- E-Mail to developers
- Online Community

8.2 OFFLINE
- Complaint Letters
- Returning the product is easy.