1. **CUSTOMER SEGMENT(S)**

CS

- Property owners
- Industrial workers

6. CUSTOMER CONSTRAINTS

- Unavailability of access for fire Detection.
- The inconsistencies are related to the poor performances of active and passive protection systems which is most cases fails to function.

5. AVAILABLE SOLUTIONS

CC

RC

SL



- Smoke sensor often being actuated due to environmental effect.
- The system checks for a fire at particular intervals & not continuously or not in real time.
- Manual operation for transferring information-Automatic operation is not facilitated.

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• Difficult to sense structural damage.

2. JOBS-TO-BE-DONE / PROBLEMS. USP

- Industrial fires and explosions cost companies& government billions of rupees every year, apart from the loss of life which cannot be described in monetary terms.
- It also disrupts industrial production.

9. PROBLEM ROOT CAUSE

- Unawareness of risks that surround them at work every day.
- Mainly due to hot work, electrical hazard, Flammable liquids & gases and equipment and machinery.

7. BEHAVIOUR



- Behaviour is characterized by ignitability, flame speed rate and heat release.
- Appropriate tests need for measuring the fire behaviour depend on the applications of far get material.
- Factor influence fire behaviour, weather, fuel and topology.

3. TRIGGERS



TR

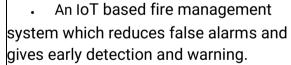
ΕM

- Workers want to make their life safe and secure.
- No human involvement during fire risks.
- Early detection.

4. EMOTIONS: BEFORE / AFTER

- Workers feel uneasy to the environment.
- Unaware of the risks around them everyday.
 - Resultant product has a short life.
- Workers will feel free to use many features without their involvement.
 - Reliable.

10. YOUR SOLUTION



- Systematic approach for monitoring and control.
- Transferring messages through wireless technologies.
- Easy way of sensing structural damage and health monitoring of industries.

8. CHANNELS of BEHAVIOUR



ONLINE

 Advertise online with influencers to test the product and promote it.

OFFLINE

word of mouth among the consumers.