Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

This product can be used by a corporation or a government to monitor huge reserve forests and environment

6. CUSTOMER CONSTRAINTS — CC

This product has huge social and biological impact as prevention of forest fire can save countless acres of forest land and wild lives. Forest fire also increases the amount of car in the atmosphere. So prevention of forest fire can also reduce global warming.

5. AVAILABLE SOLUTIONS — AS

Forest surveillance video cameras can be used to monitor the forest areas and they can alert the forest department if there is any symptoms of forest fire or any other suspicious activities.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

forest fires have become a frequent and most dangerous natural disaster as a result of climate change and due to human errors

9. PROBLEM ROOT CAUSE — RC

Forest fires are the one of the random natural disaster that is too hard to identify even with the existing state of the art technology. The fact that more than 20% of complete world CO_2 emissions comes from forest fire and human negligence has caused these type of disasters too

7. BEHAVIOUR — BE

The sudden climate change makes the weather unpredictable and disasters like bush fire and forest fire becomes common and human ignorance of playing with fire

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

Identify strong TR & EM

3. TRIGGERS — TR

Human caused errors such as unattended campfires, discarding of cigars, burning of debris

4. EMOTIONS: BEFORE / AFTER — EM

BEFORE : Tribal People and wildlife survival in the forest has becoming challenging because of forest fires.
 AFTER : Forest surveillance video cameras can be used to monitor the forest areas so that we can prevent the people and wild lives

10. YOUR SOLUTION — SL

Forest surveillance video cameras can be used to monitor the forest areas and they can alert the forest department if there is any symptoms of forest fire or any other suspicious activities.

8. CHANNELS of BEHAVIOUR — CH

ONLINE: fire sensor alert

OFFLINE: fire awareness program

Identify strong TR & EM