

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>Public People who are affected by natural disaster are considered as a customer's</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>Awareness, education, preparedness, and prediction and warning systems can reduce the disruptive impacts of a natural disaster on communities. Mitigation measures such as adoption of zoning, land-use practices, and building codes are needed, however, to prevent or reduce actual damage from hazards</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>Emergency measures Infrastructures Information sharing on newest research findings Issues and diseases Reforestation Stable buildings Education Technology Economic support</div>	Explore AS, differentia
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div></div></div> <div>Structural damage to buildings . Loss of utilities like electricity and water, Debris cleanup and waste management solutions. Infrastructure-related problems such as closed roads and communication losses.</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>The lack of resources and capacities (e.g., financial, human and technical) and a low level of knowledge and education emerged in all case studies as major root causes for several drivers of disaster risk.</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>If you have not been ordered to evacuate, stay in a safe area or shelter during a natural disaster.... Listen to your portable radio for important updates and instructions from local authorities..... If power is lost, use a generator with caution.</div>	
Focus on J&P, tap into BE, understand RC		Focus on J&P, tap into BE, understand RC		

<div>3. TRIGGERS<div>TR</div></div> <div>Humans impact the physical environment in many ways, overpopulation, pollution, burning fossil fuels, and deforestation Changes like these have trigged climate change ,soil erosion ,Poor air quality, and undrinkable water.</div>	<div>10. YOUR SOLUTION</div> <div>Restoring forests, for example, prevents land degradation and stabilizes Soil as the trees and roots protect it from being washed or blown away. The key is making the home strong and airtight. Awareness, education, preparedness, and prediction and warning systems can reduce the disruptive impacts of a natural disaster on communities.</div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div></div> <div>8.1 OFFLINE Identify emergency exits in your home and evacuation routes in your neighborhood . Establish a meeting place Plan who will pick up your children Plan for specific risks. Address any special health needs. Record emergency Contact information, including for your insurance company.</div>	<div>1 p e u f 1</div>
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