

Define CS, fit into

1. CUSTOMER CONSTRAINS

CS

- Industrialist
- Employees

6. CUSTOMER LIMITATIONS

CC

- Sustainability
- Budget
- Quality

5. AVAILABLE SOLUTIONS

AS

- Continuous monitoring
- Fast SMS
- Fire alarm system

Explore AS,

Focus on J&P, tap into BE, understand

2. PROBLEMS

J&P

- Loss of lives
- Fire burns
- Toxic gas emission

9. PROBLEM ROOT / CAUSE

RC

- Heat
- Fuel
- Friction

7. BEHAVIORS

BE

- Sprinklers
- Emergency helpline
- Fire station

Focus on J&P, tap into BE, understand

Identify strong TR & EM

3. TRIGGERS

TR

- Match box
- Lighters

4. EMOTIONS

- Scared
- Fearful

10. YOUR SOLUTION

SL

- Regular maintenance
- Continuous monitoring
- Basic safety methods
- Clean environment

8. CHANNELS OF BEHAVIOR

CH

ONLINE :

- Emergency number

OFFLINE :

- First aid

Extract online & offline CH of