1. CUSTOMER SEGMENT(S) — CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Forest officer
Regular citizens

6. CUSTOMER CONSTRAINTS — CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

Satellites make it possible to identify and keep an eye on a variety of flames, providing information that would not otherwise be available regarding their location, size, temperature, and power production. Additionally important for viewing and tracking fire smoke is satellite data..

5. AVAILABLE SOLUTIONS — AS

Stay away from burning trash near dry grass. Respect local regulations regulating campfires and other open fires and have firefighting equipment close at hand.
Make use of fireproof roofing materials. perform routine technical inspections. monitoring thermal abnormalities, monitoring weather analytics keeping an eye on temperature increases and water stress.

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

For the discovery, monitoring, control, and assessment of forestfire damage, satellite remote sensing is a useful tool. Active fires can be located during a fire occurrence by observing the heat, light, and smoke plumes they produce.This application uses real-time satellite data to identify forest fires, monitor them (by delivering notifications to mobile devices), and analyse their behaviour..

9. PROBLEM ROOT CAUSE — RC

What is the real reason that this problem exists? What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

Loss of wildlife habitat, extinction of plants and animals, destruction of the nutrient-rich top soil, reduction in forest cover, loss of valuable timber resources, ozone layer depletion, loss of livelihood for tribal people and the poor, and an increase in global warming are just a few of the harms caused by forest fires.

7. BEHAVIOUR — BE

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

When people known Nothing about forest fires

3. TRIGGERS — TR

Manmadefiresarecausedbyunattendedcampfires,**b**urningdebris,equipmentuseandfailure,carelesslydiscardedcigarettes,andintentionalarson.

4. EMOTIONS: BEFORE/AFTER — EM

Before : unsafe and worries about lives and belongings

After : safety and relief

10.YOURSOLUTION — SL

Inthisissue,imageprocessingandvideoanalyticscanbeusedtodetectfiresearlythroughsatelliteimagingandpreventthemfromspreadingwithinforests.ThismodelisprimarilybuiltusingCNNandmachinelearninganddeeplearning.

8.CHANNELSofBEHAVIOUR — CH

ONLINE: FIRE ALERT SENSOR

OFFLINE: Fire awareness program

Define CS, fit into CC

Explore AS, differentiate

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

Focus on J&P, tap into ...and RC

Identify strong TR & EM

Identify strong TR & EM