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|------------------------|---|--|--|---------------------------|
| Define CS, fit into CC | <b>1. CUSTOMER SEGMENT(S)</b> <b>CS</b><br><br>Forest officials, people and animals living in and around the forests. | <b>6. CUSTOMER</b> <b>CC</b><br><br>Forest fires are a large-scale phenomenon and it is extremely difficult to detect them without the help of machines. Hence external help is necessary. | <b>5. AVAILABLE SOLUTIONS</b> <b>AS</b><br><br>Current solutions include detection using sensors, WSNs, IR camera images (helpful for detection of fire in the night) and satellite images. However, there are no defines solutions for early detection. | Explore AS, differentiate |
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| <b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <b>J&amp;P</b><br><br>Main problems include global warming, improper extinguishing of fire, insufficient awareness, etc. | <b>9. PROBLEM ROOT CAUSE</b> <b>RC</b><br><br>Global warming is the major reason leading to forest fires. | <b>7. BEHAVIOUR</b> <b>BE</b><br><br>Global warming is the major cause of forest fires. The human population must take an initiative and create awareness to reduce global warming. | Focus on J&P, tap into BE, understand |
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|  | <div>3. TRIGGERS</div> <div>TR</div> <div>Detection of forest fires is an absolute necessity to safeguard our resources.</div>                           | <div>10. YOUR SOLUTION</div> <div>SL</div> <div>Currently there exist solutions for detection of forest fires. But early detection in real-time is a challenge.</div> | <div>8. CHANNELS of BEHAVIOUR</div> <div>CH</div> <div>Not Applicable to our Problem.</div> | Identify strong TR & EM |
|  | <div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div>The loss of lives has a huge impact on the people living in and surrounding the forests.</div> |   |   |                         |