

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b>  <b>CS</b>  <p>Customers are regarded to be the general public who are affected by natural disasters.</p>	<b>6. CUSTOMER CONSTRAINTS</b>  <b>CC</b>  <p>Mitigation strategies include the adoption of zoning , land use policies , and building rules are required . Awareness , Education , Preparedness , Predictions and Warning Systems can lessen the disruptive effects of a natural catastrophe on communities . However , in order to stop or lessen actual harm from dangers</p>	<b>5.AVAILABLE SOLUTIONS</b>  <b>AS</b>  <p>Infrastructure Investment in risk reduction Reforestation Technology Education Issues and disease Stable buildings Economic support</p>	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b>  <b>J&amp;P</b>  <p>Loss of utilities including electricity and water , as well as structural damage to structures . Cleaning up after the mess and managing the trash . Road closures and communication breakdowns are examples of infrastructure - related issues</p>	<b>9. PROBLEM ROOT CAUSE</b>  <b>RC</b>  <p>All case studies identified a lack of resources and capacities ( financial , human , and technical ) as well as a lack of knowledge and education as the main root causes of several drivers of disaster risks .</p>	<b>7. BEHAVIOUR</b>  <b>BE</b>  <p>Infrastructure Investment in risk reduction Reforestation Technology Education Issues and disease Stable buildings Economic support</p>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<b>3. TRIGGERS</b>  <b>TR</b>  <p>Overpopulation , pollution , the burning of fossil fuels and deforestation developments like those have caused climate change , soil erosion , poor air quality and undrinkable water are just a few of the ways that humans have an impact on the physical environment .</p>	<b>10. YOUR SOLUTION</b>  <b>SL</b>  <p>Replenishing forests preventing land degradation and stabilizing soil , for instance , as the trees and roots shield it from being washed or blown away . Making a house robust and airtight is essential , and using prediction and warning systems as well as raising public awareness and educating people can help communities avoid being negatively affected by natural disasters .</p>	<b>8.CHANNELS of BEHAVIOUR</b>  <b>CH</b>  <p><b>8.1 ONLINE</b> Using the web application to get notifications and integrating it with a live stream of a harsh environment</p> <p><b>8.2 OFFLINE</b> Considering the environment , letting more people know about the advantages of the web app and taking safety precautions</p>	Identify strong TR & EM
	<b>4. EMOTIONS: BEFORE / AFTER</b>  <b>EM</b>  <p>Infrastructure Investment in risk reduction Reforestation Technology Education Issues and disease Stable buildings Economic support</p>			

