Problem-Solution fit canvas 2.0

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

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

Large industries and enterprises like chemical industries, silk industries, hospitals, manufacturing factories etc.. are the main and prime customers of this project

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.

The primary constraint of the fire detection system is to detect a developing fire prior to belt ignition, or as quickly as possible thereafter before the onset of rapid flame spread can begin.

Smoke Detectors may not detect smoke in situations where smoke cannot reach the sensing chamber of the detector or when the amount of smoke present may not be adequate to trigger the alarm as the detectors are designed to trigger alarm at various smoke levels.

5. AVAILABLE SOLUTIONS — AS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

Nowadays industries use heat sensors , manual fire alarms and fire extinguishers are kept in the industries.

Explore AS, differentiate

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

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.

The primary purpose of fire alarm system is to provide an early warning of fire so that people can be evacuated & immediate action can be taken to stop or eliminate of the fire effect as soon as possible.

Alarm can be triggered by using detectors or by manual call point (Remotely).

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.

Fire in industries is a common thing . Hot work encompasses tasks like welding, sawing and drilling — anything that involves sparks or is a potential source for ignition. Fire and explosions can start from hot work when the sparks disperse and ignite any flammable items or substances nearby. Electrical hazards occur with exposed wiring, overloaded outlets or circuits and extension cords. These instances make for easy ignition. Any machinery that operates frequently or extensively can potentially be a fire and explosion hazard. Due to the friction of moving parts in machines and operations, these items can cause fires. Vehicles can run into similar fire and explosion risks as machinery. Some industrial and manufacturing vehicles break down due to poor maintenance or accidents.

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)

Increases response time.

Reduces the amount of damage to the property.

Automated response when fire is detected.

Minimization of Costs.

Easy to access.

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

Identify strong TR & EM

3. TRIGGERS — TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

If industries are installed with fire detection system, it will prevent from fire accident with minimal or no damage.

4. EMOTIONS: BEFORE / AFTER — EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

If fire detection system installed in a industry, it will detect the fire at the initial stage and prevents a major loss to the particular industry

10. YOUR SOLUTION — SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

The system is built which uses this model. The industry is installed with that system and this will detect if there is any occurrence of fire in the industry, extinguish them and notify the particular manager about the occurrence of fire in the industry.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

The responsible person in the industry need to access the device.

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Store the data and information being transferred.

Extract online & offline CH of BE

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