

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

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

People living near the forest area and Forest habitats (Plants and Animals).

CS

6. CUSTOMER CONSTRAINTS

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.

Cost, Time, human error and fatigue,
Geographical changes, Lack of Resources,
Poor knowledge.

CC

5. AVAILABLE SOLUTIONS

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

Terrestrial Image-Based 3D modelling,
Optical systems, Wireless sensor networks,
Infrared cameras, Deployment of YOLOv4 to
UAV-based aerial images etc.

AS

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

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

Loss of valuable natural resources, global warming, loss of carbon sink resource and increase in percentage of Co2 in the atmosphere, soil erosion due to burning of green cover, ozone layer gets effected, loss of livelihood and shelter, change in the microclimate of the area with unhealthy living conditions, health problems leading to diseases.

J&P

9. PROBLEM ROOT CAUSE

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.

Natural causes - Many forest fires start from natural causes such as lightning which set trees on fire. ...

Manmade causes - Fire is caused when a source of fire like naked flame, cigarette or bidi, electric spark or any source of ignition comes into contact with inflammable material.

RC

7. BEHAVIOUR

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)

People near forest should check the roof and exterior areas for sparks and embers. They should check the attic and throughout the house for hidden burning, sparks and embers. They should contact 911 if any danger is perceived

BE

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

Identify strong TR & EM

3. TRIGGERS

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

There needs to be a way for the fire to be easily detected and occupants can be warned easily.

TR

4. EMOTIONS: BEFORE / AFTER

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.

Loss of natural resources and lives, soil erosion.
Evacuate people safely and Less of toxic fumes.

EM

10. YOUR SOLUTION

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.

Detection of fire using temperature levels.CO2/Temperature sensors are deployed throughout the coverage area.CO2 levels can be monitored every 15 minutes, along with temperature, battery status etc and detecting smoke with video cameras and algorithms.

SL

8. CHANNELS of BEHAVIOUR

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

Watch Towers, Optical Smoke Detection, Spotter Planes, Fire Weather forecasts, Lighting Detectors.

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

Skilled Fire fighters to rescue, setting counter fire, spray fire retardant chemicals using drones.

CH

Extract online & offline CH of BE