

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><ul style="list-style-type: none">IndustriesHospitalsSchools and CollegesPublic places</div>	<div>5. CUSTOMER CONSTRAINTS<div>CC</div><ul style="list-style-type: none">Installation costArea required for installationNo Awareness</div>	<div>8. AVAILABLE SOLUTIONS<div>AS</div><ul style="list-style-type: none">FoamsWater typesWet chemical and water additivesDry powder and other agents for metal fires</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>CC</div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div></div>	<div>6. PROBLEM ROOT CAUSE<div>RC</div><ul style="list-style-type: none">Welding, Cutting, Soldering and other Hot Work.Failure of Machinery and other equipment's.Smoking in Prohibited Areas.Chemical Reaction/Runway Reaction.</div>	<div>9. BEHAVIOUR<div>BE</div><ul style="list-style-type: none">Customer will try to contact the respective sector persons for this system installationThey seek help from other social media and from their friends</div>	
Focus on J&P, tap into BE, understand RC	<div>3. TRIGGERS<div>TR</div><div>Fire safety is a fundamental consideration in building design and management.</div></div>	<div>7. YOUR SOLUION<ul style="list-style-type: none">Provide adequate means of escape.Install smoke detection systems.Conduct regular fire drills.</div>	<div>10.CHANNELS of BEHAVIOUR</div> <div>ONLINE: Research on this topic</div> <div>OFFLINE: Get educated on the topic</div>	Focus on J&P, tap into BE, understand RC
	<div>4. EMOTIONS: BEFORE / AFTER</div> <div>Before:</div> <div>Lack of Awareness.</div> <div>Fear regarding Safety.</div> <div>After:</div> <div>Gained some knowledge.</div>			

	Ready to face the future problem with safety measures.			
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