

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div><div>1. Industrial workers</div><div>2. Property owners</div></div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>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.</div><div><div>• Devoid of access for fire detection</div><div>• Lack of performance leads to inconsistency of active and passive protection systems.</div></div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>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 notes, etc.</div><div><div>Actuation of smoke sensors due to environmental effects.</div><div>• Information transfer is done manually.</div><div>• Easy detection of repairment.</div></div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></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>• Prone to industrial fire and explosions.</div><div>• Disruption of industrial performance and production.</div></div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>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.</div><div><div>• Hidden risks that are unknown to daily users.</div><div>• Mainly, due to hot work, electrical hazard,flammable liquids and gases.</div></div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>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)</div><div><div>• Ignitability,flame speed rate and heat release characterise its behaviour.</div><div>Influencing factors for fire behaviour are fuel,ambience and topology.</div></div></div>	
<div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div><div>• Early detection of errors</div><div>• No human intervention during fire risks.</div><div>• Workers want to make their life safe and secure.</div></div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>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.</div><div><div>• An IOT based industry-specific ,fire management system that focuses on early detection and management of false alarms and errors</div><div>• Implementation of wireless technologies in transferring messages</div></div></div>	<div><div>8.CHANNELS of BEHAVIOUR<div>CH</div></div><div><div>8.1 ONLINE</div><div>What kind of actions do customers take online? Extract online channels from #7</div><div><div>• Testing and promotion of product through online</div></div><div><div>8.2 OFFLINE</div><div>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div><div>• Testing and promotion of product through online</div><div>• Sticking onto the proposals given to the consumers.</div></div></div></div></div>	Focus on BE, tap into RC, understand CS	
Identify strong TR & EM				

	<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div><p>How do customers feel when they face a problem or a job and afterwards?</p><ul style="list-style-type: none">• i.e. lost, insecure > confident, in control - use it in your communication strategy & design.• Inconvenience of the workers for survival in the environment.• Resultant product has a short life• Highly reliable</div>			
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