

Project Design Phase-I

Problem Solution Fit

Date	15th October 2022
Team Id	PNT2022TMID26470
Project	Hazardous Area Monitoring for Industrial Plant powered by Iot

1. CUSTOMER SEGMENT(S)

CS

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

- **Operational Heads**
- **Lower level workers**
- **Employees**

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.

- **Expensive installation setup**
- **Network Glitch**
- **Accessibility**

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

Temperature monitoring devices.

Direct human presence at the spot to prevent mishaps.

Sound proofing the entire place which is not much effective at all times.

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.

- ❑ **SMS Service may not be available due to network glitch.**
- ❑ **Cloud service has to be available all the time.**
- ❑ **Equipments might be expensive.**

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.

- ❑ **Over usage of machineries.**
- ❑ **Setting up the machineries in wrong climatic conditions.**
- ❑ **Using very old machineries without proper maintenance producing noise.**

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)

- ❑ **Network issue prevails as most industries are located in country side. contacting both developers & the service providers becomes difficult therefore complaints are raised.**
- ❑ **If there is no response from the maintenance side then there will be complaints raised by the customers.**

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

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

Identify strong TR & EM	<p>3. TRIGGERS TR</p> <p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p> <ul style="list-style-type: none"> • Novelty can be stolen. • Patency for novelty can be delayed. 	<p>10. YOUR SOLUTION SL</p> <p>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.</p> <p>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.</p> <ul style="list-style-type: none"> • Device monitoring stations to be made active • Close watch on the maintenance of these IOT devices. • Cloud systems to be made available at all times. 	<p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE</p> <p>What kind of actions do customers take online? Extract online channels from #7</p> <p>8.2 OFFLINE</p> <p>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <ul style="list-style-type: none"> ➤ <u>Online:</u> <ul style="list-style-type: none"> (i) Raising issues or queries through mail. (ii) Joining hands with online Communication. ➤ <u>Offline:</u> <ul style="list-style-type: none"> (i) Handson working with teammates to resolve the issue. (ii) Posting complaint Letters.
	<p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>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.</p> <p><u>Before:</u> before using these devices people would not have had the taste of luxury.</p> <p><u>After:</u> After using devices there is a sense of getting accustomed to comfort and feasibility.</p>		