

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span>  Entrepreneurs who keen on their industries.	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span>  Have a mobile phone Have the sufficient money	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span>  Fire detection and warning communicator system, Halting fire using sensor technology, WSN based fire protection system with sms alert	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<b>2. PROBLEMS / PAINS.</b> <span>J&amp;P</span>  The biggest problem faced by industrial sector are lack of information, security concerns etc.	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span>  Remote monitoring and control	<b>7. BEHAVIOUR</b> <span>BE</span>  Behavioral intention is affected by social determinants and personal performance expectations of smart products.	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<b>3. TRIGGERS TO ACT</b> <span>TR</span>  Improved control and security integration with industries	<b>10. YOUR SOLUTION</b> <span>SL</span>  Our product collects data from multiple sensors and sends alert message to property owners, emergency services which helps to protect lives and valuable assets.	<b>8. CHANNELS OF BEHAVIOR</b>  Through online the entrepreneurs can detect the fire.	Extract online & offline CH of BE