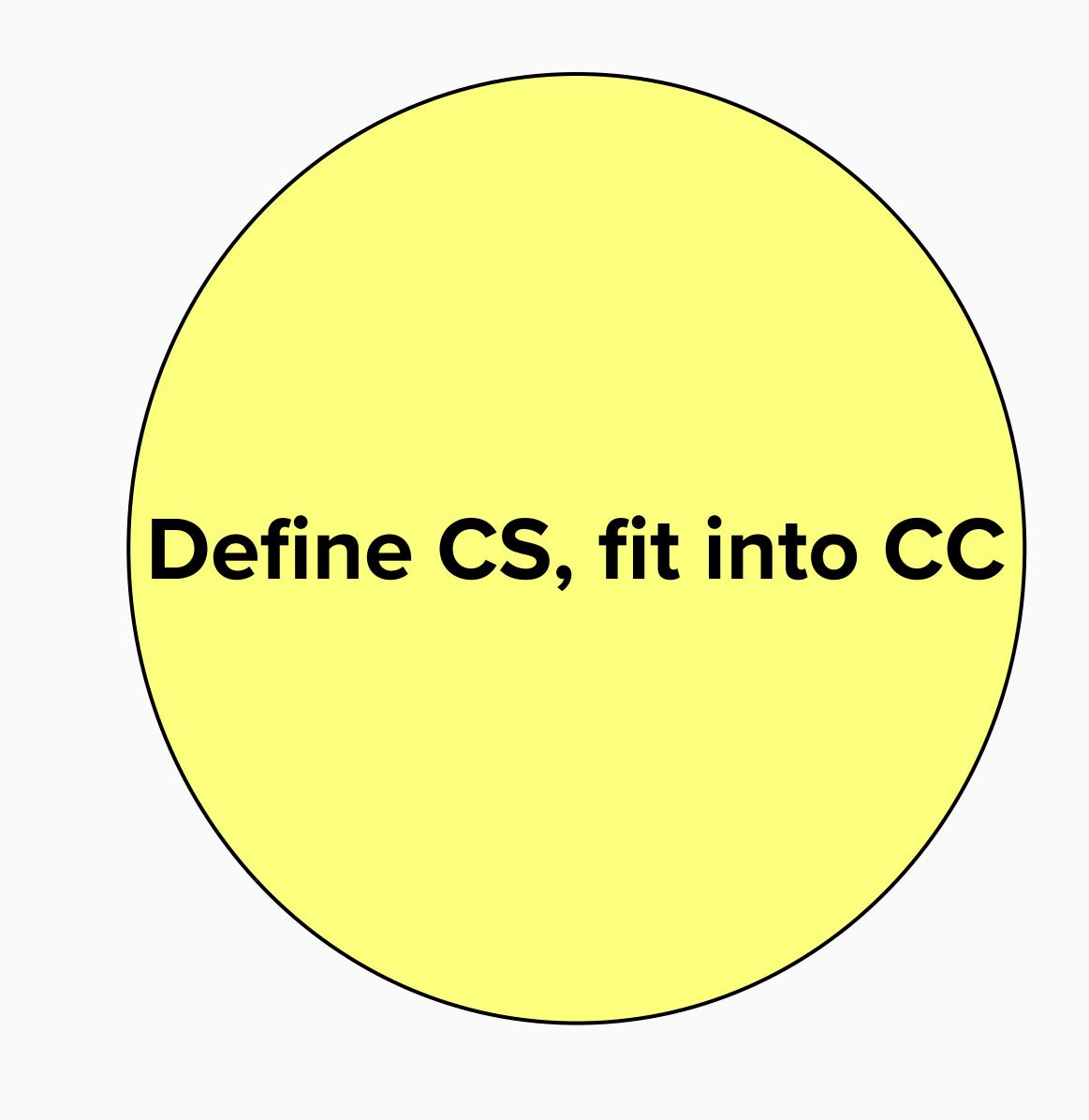


# Project Design Phase I - Solution Fit



# 1. CUSTOMER SEGMENT(S)

The industrialists who use gases for their manufacturing.

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

#### 2. PROBLEMS/PAINS

- Suffering from many losses due to gas leakage.
- Having no proper system for controlling or monitoring the leakage.
- Facing heavy budget problems in buying and installing a system for monitoring and controlling.

Identify strong TR

# 3. TRIGGERS

The heavy damages or higher health issues due to the toxic gases urges them to find out a solution as soon as they could possible.

## 6 PROBLEM ROOT CAUSE

When the workers failed to monitor properly, the gas can cause high risk to their health or the properties of the industry.

## 5. CUSTOMER CONSTRAINTS

High budget in installing other products make them to move far from modern technologies

#### 4. EMOTIONS: BEFORE / AFTER

Before: The heavy losses due to the leakages made them feel of guilt due to reduced reputation of their products.

After: Increased the level of confidence and feel secured

#### 7. YOUR SOLUTION

8. AVAILABLE SOLUTIONS

## 9. CHANNELS of BEHAVIOUR

Online: Promoting through