

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>Who is your customer?</div><div>Customers of the fire prevention bureau are both internal and external, as is common in many major organisations.</div></div>	<div>6. CUSTOMER CONSTRAINTS<div>What constraints prevent your customers from taking action or limit their choices of solutions?</div><div>Place and keep smoke alarms. Install smoke alarms in and around bedrooms on every level of your house. Every month, test your smoke alarms.</div></div>	<div>5. AVAILABLE SOLUTIONS<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?</div><div>Utilizing a functioning smoke alarm cuts the danger of dying in a fire in half. Additionally, because the firefighters are dispatched to the fire sooner, it significantly reduces material losses.</div></div>	Explore AS, differentiate
Focus on J&P, tap into	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>Which jobs-to-be-done (or problems) do you address for your customers?</div><div>the outside of the building using materials that could be discovered nearby in a vandalism crime. Therefore, this particular issue can be greatly reduced by using appropriate security measures, such as the protection of stored products and the effective and fast evacuation of trash.</div></div>	<div>9. PROBLEM ROOT CAUSE<div>What is the real reason that this problem exists? What is the back story behind the need to do this job?</div><div>Because you have a lot of control over it, you should consider the likelihood of arson while assessing your risks. The majority of intentionally started fires occur in locations where vandalism or fire-setting had previously been documented. Typically, neighbourhood children set fire to neighbouring objects as a form of outside vandalism against the building. The implementation of proper security measures, such as the protection of stored goods and the quick and efficient evacuation of waste, can therefore significantly lessen this particular problem.</div></div>	<div>7. BEHAVIOUR<div>What does your customer do to address the problem and get the job done?</div><div>Lock the door to the space where the fire is. Moreover, activate the nearby fire alarm system.</div></div>	Focus on J&P, tap into
Identify strong TR & EM	<div>3. TRIGGERS<div>What triggers customers to act? i.e. seeing their neighbour installing</div><div>Install and maintain smoke alarms. Install smoke alarms on every level of your home, especially near bedrooms.</div></div>	<div>10. YOUR SOLUTION<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>The fire prevention bureau serves both internal and external clients, and the efforts of the firefighters significantly reduce material losses.</div></div>	<div>8. CHANNELS of BEHAVIOUR<div>8.1 ONLINE<div>What kind of actions do customers take online?</div><div>The sound of a fire alarm may be completely disregarded, or residents may wait to see how others react before taking any action.</div></div><div>8.2 OFFLINE<div>What kind of actions do customers take offline?</div><div>They can be set up to turn off your air handling systems, which will aid in containing the spread of smoke while allowing people to safely leave the house.</div></div></div>	Extract online & offline CH of BE
	<div>4. EMOTIONS: BEFORE / AFTER<div>How do customers feel when they face a problem or a job and afterwards?</div><div>1. Alert residents about a fire. 2. Take prompt, decisive action. 3. Start the evacuation process. 4. Give yourself enough time to flee</div></div>			

