

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</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>5. AVAILABLE SOLUTIONS<div>AS</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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</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>Most of gas explosions are caused by undetected gas leakage in the pre-detection condition. so that, gas leakage monitoring and altering system is needed. The purpose of this system is</div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</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>When the workers failed to monitor properly, the gas can cause high risk to their health or the properties of the industry.</div></div>	<div>7. BEHAVIOUR<div>BE</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>Using manpower as the source of monitoring the leakage causes high hazards. If the gas leaked is heavily toxic, there is a chance of causing hereditary health issues too.</div></div>	
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</div><div>Before: The heavy losses due to the leakage made them feel of guilt due to reduced reputation of their products. After: increased the level of confidence and feel.</div></div>	<div><div>Develop an efficient system &amp; an application and alter the workers.</div></div>	<div>OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div> <div>ONLINE: Promoting through social media with the help of social media enterpruners /influencer. OFFLINE: News paper advertisements.</div>	