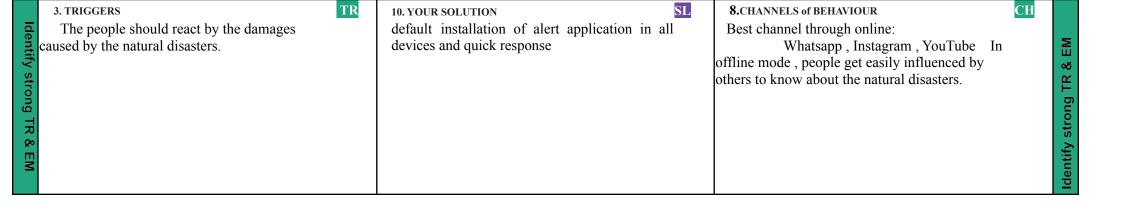## 1. CUSTOMER SEGMENTS — CS

Victim who are affected by natural disaster
All ages

6. CUSTOMER CONSTRAINTS — CC

1. Power outage
2. No resources available
3. Lack of connectivity.

5. AVAILABLE SOLUTIONS — AS

1. Installing emergency application.

Define CS, fit into CC

Explore AS, differentiate

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

To be done:
1. Get them to safety.
2. Provide food supply.
3. Provide medical supply.
4. Immediate response.
Problems:
1. No supplies.

9. PROBLEM ROOT CAUSE — RC

The main problem is we cannot find the intensity of the natural disasters.

7. BEHAVIOUR — BE

The peoples are panic and start moving to the safer places and then try and store as much as supplies as possible.

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

3. TRIGGERS — TR

The people should react by the damages caused by the natural disasters.

10. YOUR SOLUTION — SL

default installation of alert application in all devices and quick response

8. CHANNELS of BEHAVIOUR — CH

Best channel through online:
Whatsapp , Instagram , YouTube   In offline mode , people get easily influenced by others to know about the natural disasters.

Identify strong TR & EM

4. EMOTIONS: BEFORE / AFTER EM		

Before:
  1.The people are confused.
  2.worried.
  3.Frightened,Tensed.
  4. They feel helpless.
After:
  1.The people are relieved.		