

Define CS, fit into CL	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>Industrialists who use gases in their processes</div>	<div>6. CUSTOMER LIMITATIONS<div>EG. BUDGET, DEVICES</div><div>CL</div></div> <div>The high cost of installing other products makes them move far from modern technologies.</div>	<div>5. AVAILABLE SOLUTIONS<div>PLUSES & MINUSES</div><div>AS</div></div> <div>The monitoring and controlling of the leakage could be done by manpower. Even though manpower could reduce electricity costs and monitor them properly, it may cause a high risk to their lives. There is also a cause of some errors due to manpower.</div>	Explore AS, differentiate
	<div>2. PROBLEMS / PAINS<div>+ ITS FREQUENCY</div><div>PR</div></div> <div><ul style="list-style-type: none">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.</div>	<div>9. PROBLEM ROOT / CAUSE<div>RC</div></div> <div>When the workers fail to monitor the gas properly, it can cause a high risk to their health or the properties of the industry.</div>	<div>7. BEHAVIOR<div>+ ITS INTENSITY</div><div>BE</div></div> <div><ul style="list-style-type: none">Using manpower as the source of monitoring the leakage causes high hazards.If the gas leak is heavily toxic, there is a chance of causing hereditary health issues too.</div>	Focus on PR, tap into BE, understand RC
Focus on PR, tap into BE, understand RC	<div>3. TRIGGERS TO ACT<div>TR</div></div> <div>The heavy damage or higher health issues due to the toxic gases urges them to find a solution as soon as possible.</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div>Develop an efficient system and an application that can monitor and alert the workers.</div>	<div>8. CHANNELS of BEHAVIOR<div>CH</div></div> <div>promoting it through social media. with the help of social media entrepreneurs and influencers.</div>	Extract online & offline CH of BE
	<div>4. EMOTIONS<div>BEFORE / AFTER</div><div>EM</div></div> <div><div>Before:</div>The heavy losses due to the leakages made them feel of guilt due to reduced reputation of their products.<div>After:</div>Increased the level of confidence and feel secured</div>		<div>through newspaper advertisements.</div>	
Identify strong TR & EM				