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| Define CS, fit into CC | 1. CUSTOMER SEGMENT(S) CS Fire department who in need to prevent tribal people, wildlife, valuable plants from forest fires. | 6. CUSTOMER CONSTRAINTS CC Spending more money to buy this detector. | 5. AVAILABLE SOLUTIONS AS Early detection of forest fires and alarming the department to send fire fighters. | Explore AS, differentiate | |
| | 2. JOBS-TO-BE-DONE / PROBLEMS J&P Wants to put out the fire as early as possible. | 9. PROBLEM ROOT CAUSE RC Human beings are number one cause of wildfire. Many of these is occured due to cigarette butts being left on the land, unmonitored campfires, fireworks etc.. Due to mother nature, forest fire caused by lightning and volcanic eruption. | 7. BEHAVIOUR BE Detects the forest fire through input images and videos taken by the AI and alarms the forest department. | | Focus on J&P, tap into BE, understand RC |
| | 3. TRIGGERS TR Cigarette butts, unmonitored campfire, fireworks, arson, lightning, volcanic eruption. | 10. YOUR SOLUTION SL We will create a forest fire detector which detects the fire early and helps the forest department to put out the fire as soon as possible. | 8. CHANNELS OF BEHAVIOUR CH Detects the image pixel by pixel, whenever the specified RGBA matches the pattern, it will alarm to the department as forest fire. | | |
| 4. EMOTIONS: BEFORE / AFTER EM Sometimes it may detect any fire around the surroundings as forest fire. | | | | | |