

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

According to our problem statement, our target customers are employers and industry specific people.

6. CUSTOMER CONSTRAINTS

CC

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.

Constraints that prevent customers from taking action or limiting their choice would be:

- 1)Lack of awareness on usage of such smart fire management system.
- 2)At times, supervisory actions may be required for efficient monitoring that may be difficult in common households.

5. AVAILABLE SOLUTIONS

AS

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? i.e. pen and paper is an alternative to digital notetaking

The solutions that were conventionally tried in past was to fill a bucket with water or sand and to pour it in the fire. It had the disadvantage of not being automatic and requiring huge manual effort.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

Our fire alarm system has few jobs to be done like:

- 1)Exhaust fans should be powered on in presence of gas.
- 2)Sprinklers are switched on when flame is detected.
- 3)Emergency alerts are sent in case of emergency to authorities.

9. PROBLEM ROOT CAUSE

RC

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.

As the world is moving towards exponentially growing technologies, fire breakouts are most vulnerable and unpredictable. Our system works automatically to prevent such instances and prevents major losses and accidents.

7. BEHAVIOUR

BE

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)

Customers are said to constantly use our system as fire accidents are unpredictable. When emergency prompts, this intelligent fire management system automatically gets into action provided regular supervision is provided to the system for efficient working.

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

Identify strong TR & EM

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

In case of fire breakouts in industry, our kit notifies the user and automatically switches on exhaust fan and sprinklers. This prevents major accidents preventing machineries from damage. By observing these advantages, other industries may also start using our kit.

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

People will be vehemently agitated and may rush towards exit. This may lead to commotion where our kit acts by switching on exhaust fan and starts sprinklers and notifies authorities . This may reduce agitation and people may feel secured.

10. YOUR SOLUTION

SL

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.

The smart fire management system includes a Gas sensor, Flame sensor and and Temperature sensor to detect any changes in the environment.

- 1)Based on temperature readings, if any gases are present exhaust fans are turned on
- 2)If flame is detected, sprinklers are switched on automatically.
- 3)Emergency alerts are notified to authorities and fire stations

8.CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

In case of any discrepancies, customers can take action by contacting in online or offline modes. Support would be automatically provided in case of emergency.

Identify strong TR & EM