

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Entrepreneurs who keen on their industries.	6. CUSTOMER CONSTRAINTS CC Have a mobile phone Have the sufficient money	5. AVAILABLE SOLUTIONS AS Fire detection and warning communicator system, Halting fire using sensor technology, WSN based fire protection system with sms alert	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. PROBLEMS / PAINS. J&P The biggest problem faced by industrial sector are lack of information, security concerns etc.	9. PROBLEM ROOT CAUSE RC Remote monitoring and control	7. BEHAVIOUR BE Behavioral intention is affected by social determinants and personal performance expectations of smart products.	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TO ACT TR Improved control and security integration with industries	10. YOUR SOLUTION SL Our product collects data from multiple sensors and sends alert message to property owners, emergency services which helps to protect lives and valuable assets.	8. CHANNELS OF BEHAVIOR Through online the entrepreneurs can detect the fire.	Extract online & offline CH of BE