Define CS, fit into CC

1.CUSTOMER SEGMENT(S)   **S**   **C**

Persons owing the

- Large Buildings
- Malls
- Industries
- Factories
- Hospitals etc...

6.CUSTOMER CONSTRAINTS

- Integrated fire management system
- Well monitoring system
- Reasonable cost
- Accurate result of accident

5.AVAILABLE SOLUTIONS

- Fire detection and alarm system
- Smoke removal and ventilation system
- Extinguishing systems (gas, spark)

Explore AS, differentia

Focus on J&P, tap into BE, understa

2.JOBS-TO-BE-DONE / PROBLEMS

- Industry-specific fire management system
- Reducing the incident of fire accidents
- Reducing the cause priorly through indication of message to the customer

9.PROBLEM ROOT CAUSE   **RC**

- Some electrical hazards
- Faulty equipment's
- Human error
- Other flammables or compostable materials
- Need- To reduce the risk of injuries and building damage the fire can cause.
- To protect people (workers)and resource

7.BEHAVIOUR   **BE**

- Proper installation and placement for system
- Regular maintains
- Repairing of equipment's is fault occurs
- Perfect keep up of records.

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

Identify strong TR & EM

3.TRIGGERS   **TR**

- Providing awareness to the public.
- Giving Precautions and warning.
- Improving the fire management system
- Educating the fire management system

10.YOUR SOLUTION

- To improve the safety management system in industries. Improving the safety management system against the fire incidents in industries.

8.CHANNELS of BEHAVIOUR   **CH**

Online:

- To provide an indication about fire cause through the message (SMS)and sharing the location through the customer

Identify strong TR & EM

4.EMOTIONS: **EM**		Offline:

Before:
 • Difficult to prevent the fire incidents in advance
 • Loss of resources
 • Larger reduction labor due to fire hazards
 	
 After:
    Early preventions
      • Industries resource
      • Reduction of manpower
      • Fire causes
		• Protecting the accidental area by automatic fire extinguisher