

1. CUSTOMER SEGMENT(S)

CS

- Industrialists
- Engineers
- Safety Control Personals

6. CUSTOMER CONSTRAINTS

CC

- Network Connection
- Complexity in Installation

5. AVAILABLE SOLUTIONS

AS

- Upgrading to a premium network plan.
- Availing network connection from a reliable Service provider.

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

- Capability of the device to withstand in harsh environment is questionable.
- Due to network issue data couldn't be uploaded to the cloud at all times.

9. PROBLEM ROOT CAUSE

RC

- Quality of the material using which the device is made up of plays a vital role in the capability of the device to work in harsh environment.
- Location of the device installation and the network plan used by the user are the cause of Network issue.

7. BEHAVIOUR

BE

- Harsh environment is prevailing only on certain industry; thus, the frequency of the said problem is low. In such a case the customer complaints multiple times to get the attention.
- Network issue is very common as most of the industries are located at the country side. Here the contact both the developers and the service providers

Explore AS, differentiate

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

3. TRIGGERS

IR

- Usage of the device is portrayed in the news.
- In real life situation, the device has helped in saving number of individuals.

4. EMOTIONS: BEFORE/AFTER

EM

- Before the action is taken, the user feels deceived and cheated.
- After the problem is resolved, user feels the sincerity of the developers.

10. YOUR SOLUTION

S

- Network strength must be boosted in the device
- Device can be manufactured in multiple standards based on the environment.

8. CHANNELS OF BEHAVIOUR

CH

8.1 ONLINE

- E-Mail to developers
- Online Community

8.2 OFFLINE

- Complaint Letters