TITLE : Industry-specific intelligent fire management system

Define CS, fit into CL

1. CUSTOMER SEGMENT(S) `CS`

**Economic Value
Of Customers**

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES `CL`

The Priority, Frequency, and Minimum Space between, Visits

5. AVAILABLE SOLUTIONS PLUSES & MINUSES `AS`

> FIRE ALARM SYSTEMS
> FIRE SUPPRESSION SYSTEMS
> FIRE EXTINGUISHER

Explore AS, differentiate

Focus on PR, tap into BE, understand RC

2. PROBLEMS / PAINS + ITS FREQUENCY `PR`

> BURNNS

> DESTRUCTION OF HOMES

> DECODE STATION

9. PROBLEM ROOT / CAUSE `RC`

> HEAT

> FUEL and

> OXYGEN...

7. BEHAVIOR + ITS INTENSITY `BE`

"FER " SYSTEM COMPOSED OF FIRE INCIDENT

> FIRE STATION
> EMERGENCY VEHICLE
> ROAD NETWORK COMPONENTS

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS TO ACT `TR`

> CANDLES
> LIGHTING

4. EMOTIONS BEFORE / AFTER `EM`

> FEARFUL
> WORRY

10. YOUR SOLUTION `SL`

> PROPER DISPOSEL

> REGULAR MAITENANCE

> CLEAN ENVIRONMENT

8. CHANNELS of BEHAVIOR `CH`

ONLINE

CALL EMERGENCY NUMBER

OFFLINE

REMOVE THE FIRE BURN THINGS

Extract online & offline CH of BE