

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

Forest officer  
Common

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

Satellites allow for detecting and monitoring a range of fires, providing information about the location, duration, size, temperature, and power output of those fires that would otherwise be unavailable. Satellite data is also critical for observing and monitoring smoke from the fires.

5. AVAILABLE SOLUTIONS

AS

Which solutions are available to the customers when they face the problem or constraints?  
or  
could not

Avoid burning wastes around dry grass.  
Obey local laws regarding open fires, including campfires  
Have firefighting tools nearby and handy.  
Use fire resistant roofing materials.  
undertake technical checkups regularly.  
Monitoring weather analytics,  
monitoring thermal anomalies,  
monitoring water stress and temperature rises.

Explore AS, dif

entiate

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.

Satellite remote sensing offers a useful tool for forestfire detection, monitoring, management and damage assessment. During a fire event, active fires can be detected bydetecting the heat, light and smoke plumes emitted from the fires.  
This applicationuses real-time satellite data to detect and monitor forest fires (sending alerts to mobile devices), and

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?  
i.e. climate change, irregular

Forest fires cause lots of damage, some of them are – loss of wildlife habitat, extinction of plants and animals, destroys the nutrient rich top soil, reduction in forest cover, loss of valuable timber resources, ozone layer depletion, loss of livelihood for tribal people and poor people, increase in global warming.

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 related: find the right solar panel installer, calculate usage and benefits;  
Green

When the people don't have knowledge about forest fire

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 installingsolar panel

Human-caused fires result from campfires left unattended, the burning of debris, equipment use and malfunctions, negligently discarded cigarettes, and intentional acts of arson.

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, ready to face an emergency, no stress, relief

Before : unsafe and worries about lives and belongings

After : safety and relief

10. YOUR SOLUTION

SL

If you are working on an existing business, write down your current solution first,fill in the gaps, then write down your new solution

For this problem we use image processing and video analysis so by using satellite image processing we can able to find the fire at the early stage and stop spreading fire in the forest . This model is mainly build by using CNN and machine learningand deep learning

8. CHANNELS of BEHAVIOUR

CH

ONLINE

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

OFFLINE

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

ONLINE: fire alert sensor

OFFLINE: Fire awareness program

Identify strong TR & EM

