

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? Medium or large scale industries	6. CUSTOMER CONSTRAINTS CC What constraints prevent your customers from taking action or limit their choices of solutions? For a implementation of effective fire management system there will be high labour cost , equipment investment , the equipments should be manages periodically.As humans are involved there are high chances of failure of management.	5. AVAILABLE SOLUTIONS AS Which solutions are available to the customers when they face the problem or need to get the job done? Simple fire management systems like alarms and sprinklers. Also ones with manual labours	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? Even though they prioritize safety they won't take quick actions for making the situation better.	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 job? The real reason is they don't want to invest in new system.They have already laid out a infrastructure when the company started.The only have to spend to maintain it.	7. BEHAVIOUR BE What does your customer do to address the problem and get the job done? They can invest in smart systems which is very cost effective , gives high security measures and maintenance is low.	
Focus on J&P, tap into BE, understand RC	3. TRIGGERS TR What triggers customers to act? The evolving technology and recent trends	10. YOUR SOLUTION SL Our solution is to provide a reliable smart fire management system that consists of exhaust fans , sprinklers . We also ensure the proper working of sprinklers with flow sensors and check the water level for easy maintenance . It also sends periodic data to the safety sector in the company, in case of a negative situation it sends an alert to the fire department.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Online they can monitor the readings, and condition of water and take necessary actions according to it 8.2 OFFLINE What kind of actions do customers take offline? They have to guide the people towards the exit and handle the crowd, fill the water tank, and do other maintenance work	Identify strong TR & EM
Identify strong TR & EM	4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem or a job and afterward? Everyone will hesitate to relay on technology, especially for an important task. But after adopting it they realize the potential and positive impact on their safety and economy			

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