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|------------------------|---|---|--|---------------------------|
| Define CS, fit into CC | <b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span><br>Companies who are constructed in hazardous areas | <b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> <ul style="list-style-type: none"><li>● Spending power</li><li>● Continuous monitoring</li><li>● Immediate actions</li></ul> | <b>5. AVAILABLE SOLUTIONS</b> <span>AS</span><br>Once they find out there is a disaster going to happen , the information does not spread among the workers effectively . It may save lives but not completely | Explore AS, differentiate |
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| Focus on J&P, tap into BE, understand RC | <b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span><br>Avoiding disaster death caused by working environment | <b>9. PROBLEM ROOT CAUSE</b> <span>RC</span><br>Explosions or sudden temperate rise and overheating malfunctioning of equipment's . | <b>7. BEHAVIOUR</b> <span>BE</span><br>Once there is a temperature rise it will immediately act . Then the precautions must be taken immediately. | Focus on J&P, tap into BE, understand RC |
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| Identify strong TR & EM | <b>TRIGGERS</b> <span>TR</span><br><p>A device which will continuously monitor the workers body temperature and environment temperature makes them feel safe and taken cared.</p> | <b>10. YOUR SOLUTION</b> <span>SL</span><br><p>This problem can be overcome by using IoT. By implementing IoT, We are able to monitor the surroundings of the workers as well as their body condition.</p> | <b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span><br><b>8.1 ONLINE</b><br><p>Their is a temperature values are continuously verified and stored in cloud.</p> <b>8.2 OFFLINE</b><br><p>They are provided with a wearable device to wear while working .</p> | Identify strong TR & EM |
|                         | <b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span><br><p>They feel unsafe before the installation; Once they got monitored they will safe and someone is taken care over us.</p>  |  |   |                         |