

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?

Industries which are more vulnerable to fire accidents.

6. CUSTOMER CONSTRAINTS

CC

What constraints prevent your customers from taking action or limit their choices of solutions?

- Budget
- Power consumption
- Available devices
- Fear of losing their life
- Using water, may cause damage to industrial goods/equipments

5. AVAILABLE SOLUTIONS

AS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have?

- Using fire extinguisher
- Calling fire service after fire breaks out
- Using fire bucket

Pros:

- Helps to reduce damage caused by fire
- Helps to reduce spreading of fire

Cons:

- Manually operated
- Time consuming

Explore AS, differentiate

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?

- To detect early fire
- To prevent fire from spreading
- Notify to authorities and fire station
- To notify the people working in industry about fire using fire alarm

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?

- Electrical faults
- Storage of flammable stock
- Careless smoking
- Faulty equipments and machinery
- Flammable liquids and gases
- Wiring that is exposed or not up to code

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job done?

- Use fire extinguisher
- Call fire station
- Use emergency exit
- Use fire hydrant
- Off the mains
- Pull the fire alarm switch

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

Identify strong TR & EM

3. TRIGGERS

TR

What triggers customers to act?

- To prevent financial loss if fire breaks out.
- To prevent property damage.
- To save their lives.

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?

- Before the problem is solved: depressed, sad, loss of hope, and fear
- After the problem is solved: satisfied, relieved

10. YOUR SOLUTION

SL

Our proposed solution uses sensors to detect the fire before it causes damage, sprinklers are used to control the fire and a fire alarm is used to alert the workers about the fire breakage

8. CHANNELS of BEHAVIOUR

CH

OFFLINE

What kind of actions do customers take offline?

- Use fire extinguisher
- Call fire station
- Use emergency exit
- Use fire hydrant
- Off the mains
- Pull the fire alarm switch

Extract online & offline CH of BE