

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span>  Our customers are industry who are used to manufacturing in the industry	<b>6.CUSTOMER CONSTRAINTS</b> <span>CC</span>  High budget in installing other products make them to move far from modern technologies.	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span>  The monitoring and controlling of the leakage could be done by the manpower. Even though manpower could reduce electricity costs and monitor properly, it may cause a high risk to their life. There is also a cause of some errors due to manpower.	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span>  <ul style="list-style-type: none"> <li>While the gases are leaked our product jobs is to detect the gas leakage</li> <li>Our problem is to detect the various gas leakage thorough our product</li> </ul>	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span>  When the workers failed to monitor properly, the gas can cause high risk to their health or the properties of the industry	<b>7. BEHAVIOUR</b> <span>BE</span>  <ul style="list-style-type: none"> <li>Using manpower as the source of monitoring the leakage causes high hazards.</li> <li>If the gas leak is heavily toxic, there is a chance of causing hereditary health issues too.</li> </ul>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<b>3. TRIGGERS</b> <span>TR</span> The heavy damages or higher health issues due to the toxic gases urges them to find out a solution as soon as they could possible.  <b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> Before: The heavy losses due to the leakages made them feel of guilt due to reduced reputation of their products. After: Increased the level of confidence and feel secured communication strategy & design.	<b>10. YOUR SOLUTION</b> <span>SL</span>  Develop an efficient system & an application that can monitor and alert the workers.aviour.	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span> <b>8.1ONLINE</b> We are promoting through social media. With the help of social media entrepreneurs/influencers.  <b>8.2 OFFLINE</b> Through newspaper advertisements	Extract online & offline CH of BE