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| <b>1. CUSTOMER SEGMENT(S)</b> <b>CS</b> <ul style="list-style-type: none"><li>• Oil, Gas, Polymer Industries</li><li>• Hospitals</li><li>• Safety Control Personals</li><li>• Mining</li></ul>  | <b>6. CUSTOMER CONSTRAINTS</b> <b>CC</b> <ul style="list-style-type: none"><li>• Network Connection</li><li>• Complexity in Installation</li><li>• High budget in installing other products make them to move far from modern technologies</li></ul>   | <b>5. AVAILABLE SOLUTIONS</b> <b>AS</b> <ul style="list-style-type: none"><li>• Upgrading to a premium network plan.</li><li>• Availing network connection from a reliable Service provider.</li></ul>  |
| <b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <b>J&amp;P</b> <ul style="list-style-type: none"><li>• Suffering from many losses due to gas leakage.</li><li>• Having no proper system for controlling or monitoring the leakage.</li><li>• Facing heavy budget problems in buying and installing a system for monitoring and controlling</li></ul> | <b>9. PROBLEM ROOT CAUSE</b> <b>RC</b> <ul style="list-style-type: none"><li>• Quality of the material using which the device is made up of plays a vital role in the capability of the device to work in harsh environment.</li><li>• Location of the device installation and the network plan used by the user are the cause of Network issue.</li></ul> | <b>7. BEHAVIOUR</b> <b>BE</b> <ul style="list-style-type: none"><li>• Harsh environment is prevailing only on certain industry; thus, the frequency of the said problem is low. In such a case the customer complains multiple times to get the attention.</li><li>• Network issue is very common as most of the industries are located at the country side. Here the contact both the developers and the service providers</li></ul> |

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| <p><b>3. TRIGGERS</b> <span>TR</span></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• Usage of the device is portrayed in the news.</li> </ul> | <p><b>10. YOUR SOLUTION</b> <span>S</span></p> <ul style="list-style-type: none"> <li>• Network strength must be boosted in the device</li> <li>• Device can be manufactured in multiple standards based on the environment.</li> <li>• Proper evacuation plan and manifestation of emergency drills will help workers to take appropriate step during emergency.</li> </ul> | <p><b>8. CHANNELS OF BEHAVIOUR</b> <span>CH</span></p> <p><b>8.1 ONLINE</b></p> <ul style="list-style-type: none"> <li>• E-Mail to developers</li> <li>• Online Community</li> </ul> <p><b>8.2 OFFLINE</b></p> <ul style="list-style-type: none"> <li>• Complaint Letters</li> <li>• Returning the product is easy</li> </ul> |
| <p><b>4. EMOTIONS: BEFORE/AFTER</b> <span>EM</span></p> <ul style="list-style-type: none"> <li>• Before the action is taken, the user feels deceived and cheated.</li> <li>• After the problem is resolved, user feels the sincerity of the developers.</li> </ul>                        |  |   |

