Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

Persons owing the
- Large Buildings
- Malls
- Industries
- Factories
- Hospitals etc...

6. CUSTOMER CONSTRAINTS CC
- Integrated fire management system
- Well monitoring system
- Reasonable cost
- Accurate result of accident

5. AVAILABLE SOLUTIONS AS
- Fire detection and alarm system
- Smoke removal and ventilation system
- Extinguishing systems (gas, spark)

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS
- Industry-specific fire management system
- Reducing the incident of fire accidents
- Reducing the cause priorly through indication of message to the customer

9. PROBLEM ROOT CAUSE RC
- Some electrical hazards
- Faulty equipment's
- Human error
- Other flammables or compostable materials
- Need- To reduce the risk of injuries and building damage the fire can cause.
- To protect people (workers)and resource

7. BEHAVIOUR BE
- Proper installation and placement for system
- Regular maintains
- Repairing of equipment's is fault occurs
- Perfect keep up of records.

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

Identify strong TR & EM

3. TRIGGERS TR
- Providing awareness to the public.
- Giving Precautions and warning.
- Improving the fire management system
- Educating the fire management system

10. YOUR SOLUTION
- To improve the safety management system in industries. Improving the safety management system against the fire incidents in industries.

8. CHANNELS of BEHAVIOUR CH

Online:
- To provide an indication about fire cause through the message (SMS)and sharing the location through the customer

Identify strong TR & EM

4. EMOTIONS: EM
 	
Before:
- Difficult to prevent the fire incidents in advance
- Loss of resources
- Larger reduction labor due to fire hazards
 	
After:
  Early preventions
    - Industries resource
    - Reduction of manpower
    - Fire causes
	Offline:
	- Protecting the accidental area by automatic fire extinguisher