

Project Title: Emerging Methods for Early Detection of Forest Fires

Project Design Phase-I - Solution Fit Template

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Define CS, fit	1. CUSTOMER SEGMENT(S) Who is your customer? I.e. working parents of 0-5 y.o. kids - People who make furniture.	6. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or limit their choices of solutions? I.e. spending power, budget, no cash, network connection, available devices. - Increasing cost. - Fluctuating demand.	5. AVAILABLE SOLUTIONS 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? - Don't start a fire on a windy day. - Keep all flammable objects away from fire. - Lower risks for more dangerous fires. - Could blow sparks to surroundings.	Explore AS,
	2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) - Troubles on having good woods. - Cannot produce a quality product that they want.	9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? - Don't comply with your needs. - Easily depreciating furniture pieces. - Lack of features.	7. BEHAVIOUR What does your customer do to address the problem and get the job done? usage and benefits; - Monitoring the condition of forest. - Carefully extinguish smoking materials.	
Identify strong TR & EM	3. TRIGGERS What triggers customers to act? - To use it for storage. - Fundamental shifts in their lifestyle.	10. YOUR SOLUTION If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour. - Robots and satellites technologies are being used to detect, impede and douse fires. - Infrared and thermal cameras can see through smoke to monitor ground teams and let them known when the condition change.	8. CHANNELS of BEHAVIOUR 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 - Creating awareness videos about forest fires 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. - Check weather and drought conditions. - Don't set off pyrotechnics.	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER How do customers feel when they face a problem or a job and afterwards? I.e. lost, insecure > confident, in control - use it in your communication strategy & decision. - People feel shock and denial and after that they feel at ease.			