

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?  
i.e. working parents of 0-5 y.o. kids

Forest officer  
local people  
hunters

6. CUSTOMER CONSTRAINTS

CC

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.

Sensors allow for detecting and monitoring of fires, transfer the information about the location ,temperature, of the forest fires through satellite. Satellite data is also critical for observing and monitoring smoke from the fires.

5. AVAILABLE SOLUTIONS

AS

Which solutions are available to the customers when they face the problem?

Satellites,Drones,Virtual Reality,Artificial intelligence are some of the techniques used for fire detection

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? There could be more than one; explore different sides.

.Sensors are used to detect fires in forest .Continuous monitoring is required to detect forest fire. Sensor set in the forest detect fires by sensing heat. Satellites are used t For detecting and monitoring fires.

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?  
i.e. customers have to do it because of the change in regulations.

Forest fires cause lots of damage, some of them are – loss of wildlife habitat, extinction of plants and animals, destroys the nutrient rich top soil, loss of valuable timber resources, ozone layer depletion, loss of livelihood for tribal people and poor people, increase in global warming.

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job done?  
i.e. directly related: find the right solar panel installer, calculate usage and benefits;  
indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

The manner in which fuel ignites,flame develops and fire spreads

Focus on J&P, tap into BE

stand RC

3. TRIGGERS

TR

Camp fires left unattended, The burning of debris, equipment use and malfunctions and negligently discarded cigarettes.

4. EMOTIONS: BEFORE / AFTER

EM

Before : People were in fear about their lives and property

After : Feel relief

10. YOUR SOLUTION

SL

We using sensor to detect fires. We should improve the quality of sesors for security. To further enhance the capability of their application backup and recovery of data technique can be used.

8.CHANNELS of BEHAVIOUR

CH

ONLINE: sensors to detect fire

OFFLINE: educate the tribal people about forest fire

Identify strong TR & EM

Identify strong TR & EM