

1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Property owners Industrial workers 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> Unavailability of access for fire Detection. The inconsistencies are related to the poor performances of active and passive protection systems which in most cases fails to function. 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> Smoke sensor often being actuated due to environmental effect. The system checks for a fire at particular intervals & not continuously or not in real time. Manual operation for transferring information- Automatic operation is not facilitated. Difficult to sense structural damage.
2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> Industrial fires and explosions cost companies & government billions of rupees every year, apart from the loss of life which cannot be described in monetary terms. It also disrupts industrial production. 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Unawareness of risks that surround them at work every day. Mainly due to hot work, electrical hazard, Flammable liquids & gases and equipment and machinery. 	7. BEHAVIOUR BE <ul style="list-style-type: none"> Behaviour is characterized by ignitability, flame speed rate and heat release. Appropriate tests need for measuring the fire behaviour depend on the applications of fire retardant material. Factor influence fire behaviour, weather, fuel and topology.
3. TRIGGERS TR <ul style="list-style-type: none"> Workers want to make their life safe and secure. No human involvement during fire risks. Early detection. 4. EMOTIONS: BEFORE / AFTER EM <ul style="list-style-type: none"> Workers feel uneasy to the environment. Unaware of the risks around them everyday. Resultant product has a short life. Workers will feel free to use many features without their involvement. Reliable. 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> An IoT based fire management system which reduces false alarms and gives early detection and warning. Systematic approach for monitoring and control. Transferring messages through wireless technologies. Easy way of sensing structural damage and health monitoring of industries. 	8. CHANNELS of BEHAVIOUR CH <p>ONLINE</p> <ul style="list-style-type: none"> Advertise online with influencers to test the product and promote it. <p>OFFLINE</p> <ul style="list-style-type: none"> word of mouth among the consumers.