

PROJECT TITLE: INDUSTRY – SPECIFIC INTELLIGENT  
FIRE MANAGEMENT SYSTEM

Project Design Phase-I : PROBLEM SOLUTION FIT

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Design CS fit,into

### 1 . Customer segments

CS

- ✓ Industry Analysis
- ✓ Competition and buying pattern

### 6. Customer Constraints

CC

- ✓ Industrialist
- ✓ Employee

### 5.Available solution

AS

- ✓ Continuous monitoring
- ✓ Fast sms
- ✓ Fire alarm system

Focus on Jap tp into BE understand RC

### 2.Job to be Done /Problems

J&P

- ✓ Loseof lives
- ✓ fire burns
- ✓ toxic gas emission

### 9.Problem Root cause

RC

- ✓ Heat
- ✓ Fuel
- ✓ Friction

### 7.Behaviours

BE

- ✓ Sprinklers
- ✓Emergency helpline
- ✓Fire station

Identify Strong TR & EM

### 3. TRIGGERS

TR

- ✓ Match box
- ✓ Lighters

### 4. EMOTIONS: BEFORE / AFTER

EM

- ✓ Scared
- ✓ Fearful
- ✓ Helpless

### 10. YOUR SOLUTION

SL

- ✓ Regular maintenance
- ✓ Continuous monitoring
- ✓ Basic safety methods
- ✓ Clean environment

### 8.CHANNELS of BEHAVIOUR

CH

#### ONLINE

- ✓Emergency number
- ✓Find shortest and safest path to Exit

#### OFFLINE

- ✓First aid

Identify Strong TR & EM