

<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> <ul style="list-style-type: none"><li>Industrialists</li><li>Engineers</li><li>Safety Control Personals</li></ul>	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> <ul style="list-style-type: none"><li>Network Connection</li><li>Complexity in Installation</li></ul>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <ul style="list-style-type: none"><li>Upgrading to a premium network plan.</li><li>Availing network connection from a reliable Service provider.</li></ul>
<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> <ul style="list-style-type: none"><li>Capability of the device to withstand in harsh environment is questionable.</li><li>Due to network issue data couldn't be uploaded to the cloud at all times.</li></ul>	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> <ul style="list-style-type: none"><li>Quality of the material using which the device is made up of plays a vital role in the capability of the device to work in harsh environment.</li><li>Location of the device installation and the network plan used by the user are the cause of Network issue.</li></ul>	<b>7. BEHAVIOUR</b> <span>BE</span> <ul style="list-style-type: none"><li>Harsh environment is prevailing only on certain industry; thus, the frequency of the said problem is low. In such a case the customer complaints multiple times to get the attention.</li><li>Network issue is very common as most of the industries are located at the country side. Here the contact both the developers and the service providers</li></ul>

Explore AS, differentiate

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

<p><b>3. TRIGGERS</b> <span>TR</span></p> <ul style="list-style-type: none"> <li>• Usage of the device is portrayed in the news.</li> <li>• In real life situation, the device has helped in saving number of individuals.</li> </ul>	<p><b>10. YOUR SOLUTION</b> <span>S</span></p> <ul style="list-style-type: none"> <li>• Network strength must be boosted in the device</li> <li>• Device can be manufactured in multiple standards based on the environment.</li> </ul>	<p><b>8. CHANNELS OF BEHAVIOUR</b> <span>CH</span></p> <p><b>8.1 ONLINE</b></p> <ul style="list-style-type: none"> <li>• E-Mail to developers</li> <li>• Online Community</li> </ul> <p><b>8.2 OFFLINE</b></p> <ul style="list-style-type: none"> <li>• Complaint Letters</li> </ul>
<p><b>4. EMOTIONS: BEFORE/AFTER</b> <span>EM</span></p> <ul style="list-style-type: none"> <li>• Before the action is taken, the user feels deceived and cheated.</li> <li>• After the problem is resolved, user feels the sincerity of the developers.</li> </ul>		