Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

The main customers for this product is from Industrial plants. This includes both small scale and large scale manufacturing plants. This Product can be used in any manufacturing/industrial plant that involves a fire risk, Hazardous gas risks.

6. CUSTOMER CONSTRAINTS `CC`

Cost of available devices.

Unsatisfactory user interface.

Inaccurate measuring devices.

False alarms.

5. AVAILABLE SOLUTIONS `AS`

Indoor positioning systems.

Bluetooth based Beacon systems for data transfer.

Fixed sensor based gas detection systems.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

Select appropriate sensors for necessary gas detection.

Select necessary gateways for communications.

Find additional features that can be added into the system.

9. PROBLEM ROOT CAUSE `RC`

The problem exists because of lack of customized products.

The cost of the existing products is high, but the satisfactory user interface is lacking.

Lack of flexibility in the available products, that is, the devices can only measure a predefined set of gases that might not be needed in a given industrial plant.

7. BEHAVIOUR `BE`

What does your customer do to address the problem and get the job done?

Install gas detection sensors with displays and alarms.

Buy necessary devices from third party vendors and use their own teams to build and maintain the monitoring systems.

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

Identify strong TR & EM

3. TRIGGERS `TR`

The Customers here are triggered by the risks of their employees. Fire hazard, hazardous gasses can be found in most industrial plants.

The need to ensure safety both by regulatory authority and workspace ethics are the prominent triggers.

10. YOUR SOLUTION `SL`

Our solution is to use a customizable set of gas sensors that are wearable. This makes sure that the sensors detect these gasses in the immediate vicinity of the working personnel. The data is collected in a cloud based server from which it can be linked to a mobile application. This improves the user interface issues and solves the need for a large number of sensors.

8. CHANNELS of BEHAVIOR `CH`

8.1 ONLINE
Search for companies with the appropriate solutions.
Search for Products from online platforms.

8.2 OFFLINE
Build a team by recruiting people with appropriate skills.
Install the sensors by giving contracts to third party companies.

Identify strong TR & EM

4. EMOTIONS: BEFORE / AFTER `EM`

The customers feel insecure/uncertain of the environmental standards.
Once the proposed solution is installed it improves their Confidence in safety measures.