Define CS, fit into CC
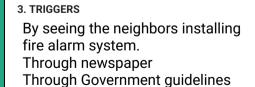
1. CUSTOMER SEGMENT(S) CS

Factories, Public buildings, Schools, Offices, Hospitals

6. CUSTOMER CONSTRAINTS CC

Limited supervision, Lack of money for frequent servicing the equipment.
No proper place for installation.

5. AVAILABLE SOLUTIONS AS

Proper installation, good maintenance, Battery should be changed

Explore AS, different

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

2. JOBS-TO-BE-DONE / PROBLEMS

False alarm
Cannot detect the fire due to aging equipment

9. PROBLEM ROOT CAUSE RC

Steam from showers incorrect or poorly designed system.
Fumes from burnt food, dust, from building work.
Lack of maintenance.
Incorrect installation

7. BEHAVIOUR BE

Customer should do proper testing after specified amount of time

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

3. TRIGGERS TR

By seeing the neighbors installing fire alarm system.
Through newspaper
Through Government guidelines

10. YOUR SOLUTION SL

Turn sensors away from air/vents, fans and windows. So they don't pick up any breeze drafts that could prompt the fire alarm

8. CHANNELS of BEHAVIOUR CH

8.1 ONLINE
Software in which emergency alarm message come should be maintained properly

8.2 OFFLINE
Proper maintained should be done
.

4. EMOTIONS: BEFORE / AFTER EM

It leads to may losses in terms of financial because in industry there will be high-cost machines which makes customer frustrated.