**PROJECT DESIGN PHASE**

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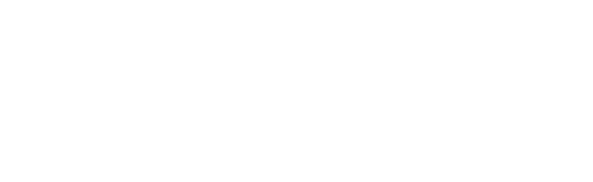
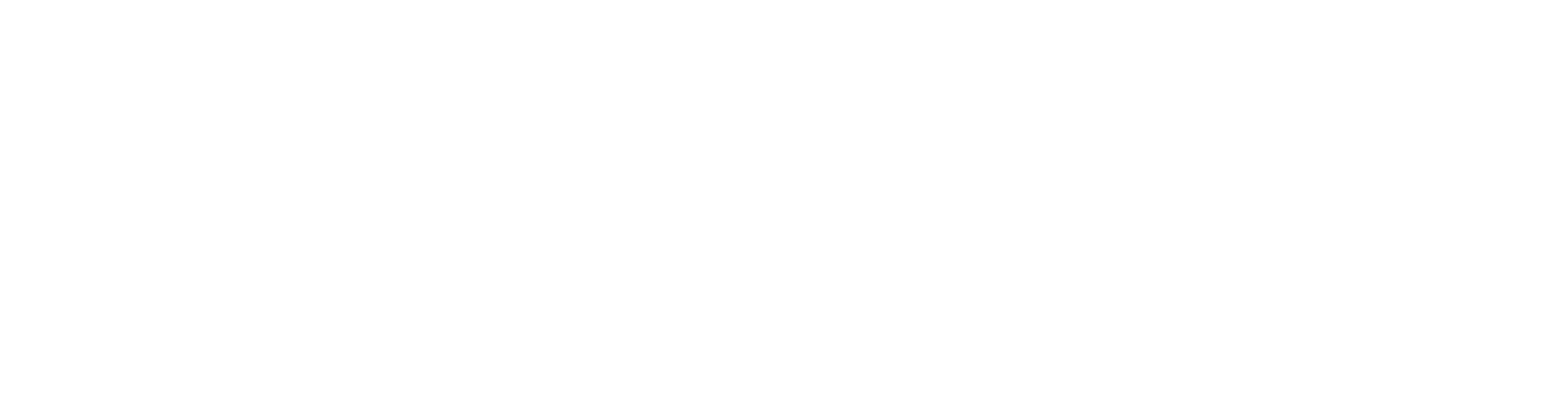
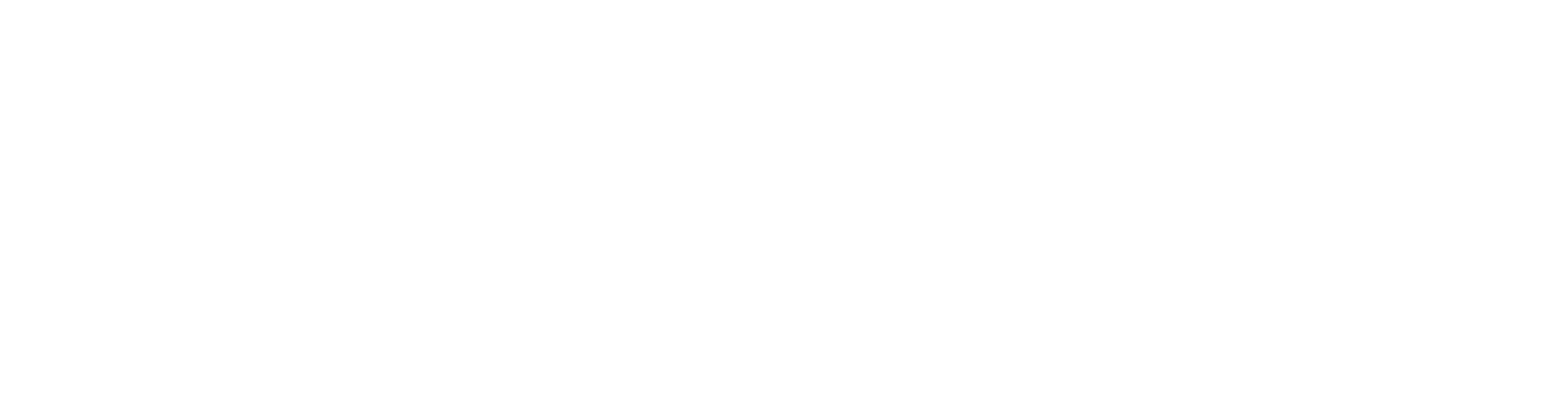
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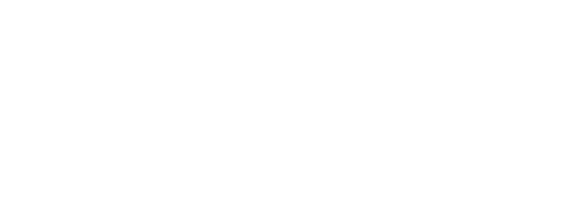


**AS**



**. AVAILABLE SOLUTIONS**

**5**



**CC**

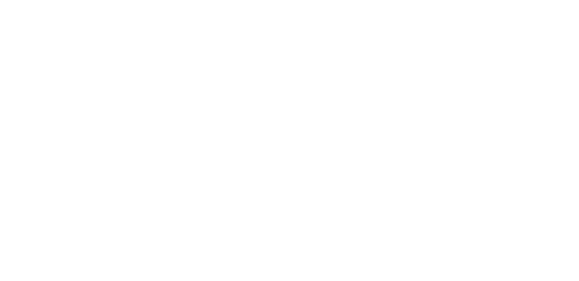


**6**

**. CUSTOMER CONSTRAINTS**



**CS**



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**1**

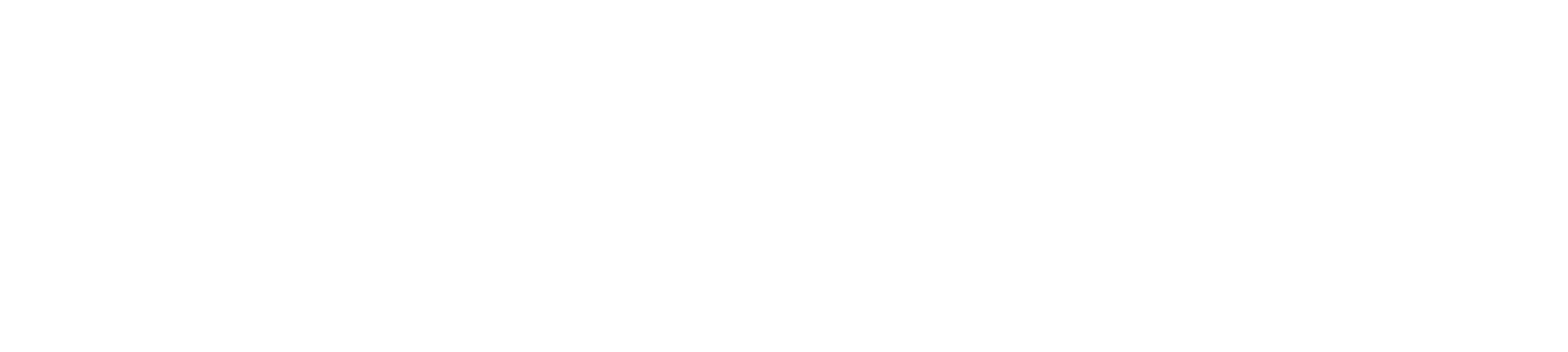
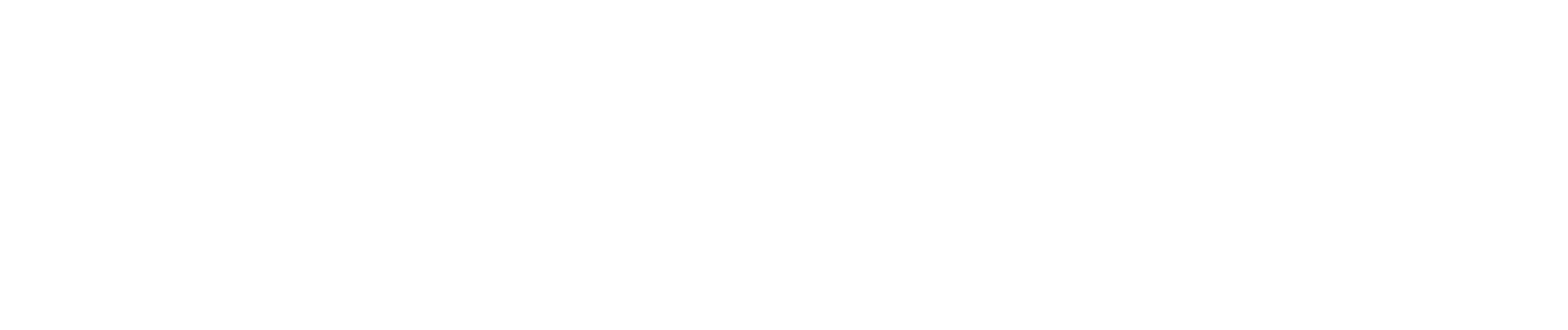
**. CUSTOMER SEGMENT(S**



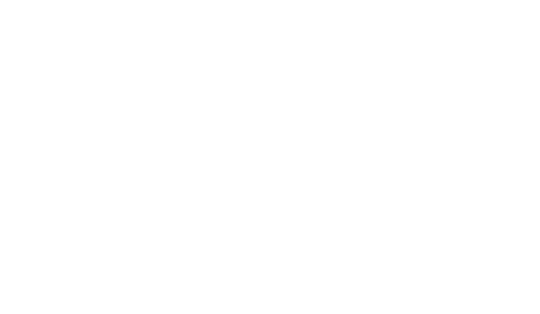
**Explore AS, differentiate**



**Define CS, fit into CC**



**BE**

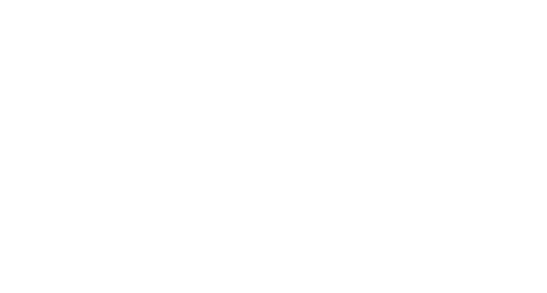


**. BEHAVIOUR**

**7**



**RC**

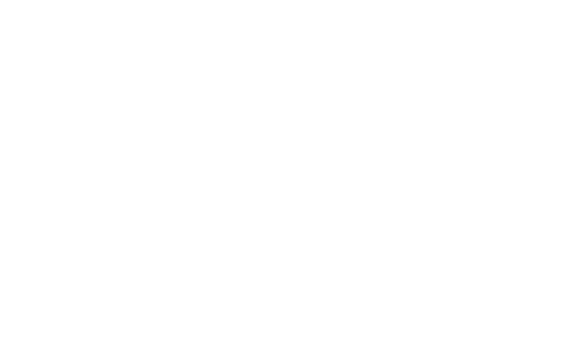


**. PROBLEM ROOT CAUSE**

**9**



**J&P**



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**2**

**PAINS**

**/ PROBLEMS**



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



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

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Road Networks

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Fire alarm System

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