

Project Design Phase-I Proposed Solution

Date	16 OCTOBER 2022
Team ID	PNT2022TMID51856
Project Name	Project-Industry-specific intelligent fire management system
Maximum Marks	2 Marks

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Who is your customer? eg. working parents of 0-5 yrs kids	6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES CL What limits your customers to act when problem occurs? Spending power, budget, no cash in the pocket? Network connection? Available devices?	5. AVAILABLE SOLUTIONS PLUSES & MINUSES AS Which solutions are available to the customer when he/she is facing the problem? What had he/she tried in the past? Pluses & minuses?	Explore AS, differentiate
	2. PROBLEMS / PAINS + ITS FREQUENCY PR Which problem do you solve for your customer? There could be more than one, explore different sides. eg. installing solar solutions for private houses are not considered a good investment (1,1). <div style="border: 1px solid #ccc; height: 100px; margin-top: 10px;"></div>	9. PROBLEM ROOT / CAUSE RC What is the root of every problem from the list? eg. People think that solar panels are bad investment right now, because they are too expensive (1,1) and possible changes to the law might influence the return of investment significantly and diminish the benefits (1,2). <div style="border: 1px solid #ccc; height: 100px; margin-top: 10px;"></div>	7. BEHAVIOR + ITS INTENSITY BE What does your customer do about / around / directly or indirectly related to the problem? eg. directly related tries different "green energy" calculations in search for the best deal (1,1), usually chooses for 100% green providers (1,2). Indirectly related: volunteering work (Greenpeace etc.) <div style="border: 1px solid #ccc; height: 100px; margin-top: 10px;"></div>	
3. TRIGGERS TO ACT TR What triggers customer to act? eg. seeing their neighbor installing solar panels (1,1), reading about innovative, more beautiful and efficient solution (1,2). <div style="border: 1px solid #ccc; height: 100px; margin-top: 10px;"></div>	10. YOUR SOLUTION SL If you are working on existing business - write down existing solution first, fit in the canvas and check how much does it fit reality. If you are working on a new business proposition then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.	8. CHANNELS of BEHAVIOR CH ONLINE Extract channels from Behavior block. <div style="border: 1px solid #ccc; height: 100px; margin-top: 10px;"></div> OFFLINE Extract channels from Behavior block and use for customer development	Extract online & offline CH of AS	
4. EMOTIONS BEFORE / AFTER EM Which emotions do people feel before/after this problem is solved? Use it in your communication strategy. eg. frustration, thinking can't afford it > boost, feeling smart, be an example for others (make a smart purchase)				