

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)</div> <div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div> <div>Theforestresourceswhichplaysavitalrole insustaininglivesontheearth,thereforetopreserveth emfromunexpectedoutbreakoffireandsmoke.Thefo restmanagementteam doneed thisdeviceinfire proneareas.</div>	<div>6. CUSTOMER CONSTRAINTS</div> <div>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</div> <div>Climatic changes and the greenhouses gases arethereasonsbehindthedestruction.Alongwitht histhehumanfactortogreedilyuseresourcesalsop layavitalreasonfortheforestfires.</div>	<div>5. AVAILABLE SOLUTIONS</div> <div>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div> <div>Existing systems uses optical sensors for detectingforest fires.As fire is detectedthe sensors sendssignaltotheofficeofforestmanagement.Amon gwiththatsatellitesareusedtodetectIRraysspotted inforest lands.</div>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div>J&P</div> <div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div> <div>Themainproblem thatexistsisweatherand climate by releasing large number of carbon dioxide,carbonmonoxide andfineparticulatematterintotheatmosphere. Resulting, air pollution can cause varying rangeofhealthissues,includingrespiratoryandca rdiovascularproblems.</div>	<div>9. PROBLEM ROOT CAUSE</div> <div></div> <div>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.</div> <div>Thereasonspossibleare: 1. Duetonaturalcauses- Lightning 2. Man-made causes- Naked flame, cigarette, electricspark Thus, continous care and monitoring is needed topreservenaturalresourcesto savelives.</div>	<div>7. BEHAVIOUR</div> <div></div> <div>What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</div> <div>When fire is detected the sytem which is implementedto monitortheforestsstetsthealarm toring,that is itgives the signalthroughwhich fire managementteamandtheforestcommitteetriestocalloff thefire.Thus,theaimistorecognisethefireasearly aspossibletopreventspreadoffirewhichwillcausefurther damageandit'llbecomedifficultto control.</div>	Focus on J&P, tap into BE, understand RC

Identify strong TR & EM	<div>3.TRIGGERS</div> <div>TR</div> <div>Whattriggerscustomerstoact?i.e.seeingtheirneighbourinstallingsolarpanels,rea dingaboutamoreefficientsolutioninthenews.</div> <div>Theunconsciousbehaviourtowardsburned cigaretteleft,chancesof leavingthecampfireremainedburntanditcancausespread duetopresenceofvastdrygrassspreadacrossandelectric su pplybeingdisrupted.</div> <div>4.EMOTIONS:BEFORE /AFTER</div> <div>EM</div> <div>Howdocustomersfeel whentheyfaceaproblemorajobandafterwards? i.e. lost, insecure>confident, incontrol-useitinyourcommunicationstrategy&design.</div> <div>Wildfirescan cause lotof stress sincethefactor thatinfluencetheirdirectionandintensityareunpredictabl eandcanchangeatanytime.Peoplewhohavelivedthrough wildfires can face dramatic mood swings,anxietyandmood-swings.</div>	<div>10.YOURSOLUTION</div> <div>SL</div> <div>Ifyouareworkingonanexistingbusiness,writedownyourcurrentsolutionfirst,fillinthe canva s,andcheckhowmuchitfitsreality. If you are working on a new business proposition, then keep it blank until you fill inthecanvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</div> <div>Tominimizethese loses,wehaveproposedasolutiontodetectearlydetection of forestfires byusing CCTVcamera surveillance,whichcandetectfireinindoorandoutdoorac tivities.Thusinstantalerts hastobesenttotheforestmanagementofficesothattheyca n take further actions to disrupt the daamage causedbythefire.</div>	<div>8. CHANNELSof BEHAVIOUR</div> <div>CH</div> <div>ONLINE Whatkindofactionsdocustomerstakeonline?Extractonlinechannelsfrom#7</div> <div>Typeyourtext</div> <div>OFFLINE Whatkindofactionsdocustomerstakeoffline?Extractofflinechannelsfrom#7andusethe m forcustomerdevelopment.</div> <div>Online Detection: Thus the chatbot or the API canconnectthroughinternettofeed youwiththecurrentstatus of theforest.</div> <div>OfflineDetection:Thus,theforestmanagementcansen dnoticeto thenearbyresidentialareasorthemediacanbringthea wareness throughnews, radio.</div>	Identify strong TR & EM
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