

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer?</div><div>As with many large corporations, the customers of the fire prevention bureau are both internal and external.</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>What constraints prevent your customers from taking action or limit their choices of solutions?</div><div>Install and maintain smoke alarms. Place smoke alarms on every level of your home, including inside and outside bedrooms. Test smoke alarms once a month.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></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 &amp; cons do these solutions have?</div><div>Use a smoke alarm that works reduces the risk of death by half in the event of a fire. It also considerably reduces material losses, since the firefighters are called to the scene of the fire sooner</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers?</div><div>the fires outside the premises as an act of vandalism, using materials found nearby. Appropriate security measures, including the protection of stored materials and the efficient and prompt removal of rubbish, can therefore do much to alleviate this particular problem.</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>What is the real reason that this problem exists? What is the back story behind the need to do this job?</div><div>You should include the likelihood of arson in your risk assessment because you have a lot of control over it. The bulk of intentionally lit fires take place in places where vandalism or fire-setting have been reported in the past. The fires are typically started by neighbourhood kids as an act of vandalism outside the building using items they find nearby. Therefore, this specific issue can be greatly reduced with the use of appropriate security measures, such as the protection of stored products and the effective and fast evacuation of trash.</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>What does your customer do to address the problem and get the job done?</div><div>Close the door to the room that has the fire. Additionally, turn on the nearest fire alarm system.</div></div>	Focus on J&P, tap into C
Focus on J&P, tap into C	<div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act? i.e. seeing their neighbour installing</div><div>Place and keep smoke alarms. Install smoke alarms in and around bedrooms on every level of your house.</div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.</div><div>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.</div><div>Both internal and external parties are the consumers of the fire prevention bureau, and the firemen's efforts greatly limit material losses..</div></div>	<div><div>8. CHANNELS of BEHAVIOUR<div>CH</div></div><div>3.1 ONLINE</div><div>What kind of actions do customers take online?</div><div>The sound of a fire alarm may be completely ignored, or occupants will look for the reaction of others before doing anything themselves</div><div>3.2 OFFLINE</div><div>What kind of actions do customers take offline?</div><div>they can be arranged to shut down your air handling systems to help prevent the spread of smoke while people safely evacuate the home</div></div>	Extract online & offline CH of BE
	<div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>How do customers feel when they face a problem or a job and afterwards?</div><div>Warn occupants of a fire.</div><div>Prompt immediate action.</div><div>Initiate evacuation movement.</div><div>Allow sufficient time to escape.</div></div>			
Identify strong TR & EM				

