

<div>1. CUSTOMER SEGMENT(S) The industrialists who use gases for their manufacturing.</div> <div>CS</div>	<div>6. CUSTOMER CONSTRAINTS High budget in installing other productsmake them to move far from modern technologies.</div> <div></div>	<div>5. AVAILABLE SOLUTIONS The monitoring and controlling of the leakage could be done by the manpower. Even though man power could reduce electricity cost</div> <div></div>
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Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Suffering from many losses due to gas leakage.

- Having no proper system for controlling or monitoring the leakage.
- Facing heavy budget problems in buying and installing a system for monitoring and controlling

9. PROBLEM ROOT CAUSE

RC

When the workers failed to monitor properly, the gas can cause high risk to their health or the properties of the industry.

7. BEHAVIOUR

BE

Using manpower as the source of monitoring the leakage causes high hazards.
If the gas leaked is heavily toxic, there is a chance of causing hereditary health issues too.

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<p>3. TRIGGERS</p> <p>TR</p> <p>The heavy damages or higher health issues due to the toxic gases urges them to find out a solution as soon as they could possible.</p>	<p>10. YOUR SOLUTION</p> <p>SL</p> <p>Develop an efficient system & an application that can monitor and alert the workers.</p>	<p>8. CHANNELS of BEHAVIOUR</p> <p>CH</p> <p>8.1 ONLINE</p> <p>Promoting through social media. With the help of social media entrepreneurs/influencer.</p> <p>8.2 OFFLINE</p> <p>Through newspaper advertisements.</p>
<p>4. EMOTIONS: BEFORE / AFTER</p> <p>EM</p> <p>Before: The heavy losses due to the leakages made them feel of guilt due to reduced reputation of their products.</p> <p>After: Increased the level of confidence and feel secured</p>		