

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S) All sort of industrialist</div> <div>CS</div>	<div>6. CUSTOMER CONSTRAINTS</div> <div>CC</div> <div>The intense heat emitted from the fire breakout, toxic gas leakage, insecurities and fear caused from the incident prevent the customer from taking action.</div>	<div>5. AVAILABLE SOLUTIONS</div> <div>AS</div> <div>Availability of fire extinguishers, sprinklers and alerting system. Pros – Able to put out small fire breakout Cons – In case of large fire breakout the available system is ineffective. Automated but malfunctioning may occur sometimes.</div>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div>J&amp;P</div> <div>1. Providing quick response (fire extinguish) for fire breakout. 2. An immediate alerting system.</div>	<div>9. PROBLEM ROOT CAUSE</div> <div>RC</div> <div>1.Improper maintenance and handling of machineries. 2.Electrical short circuiting or overloading 3. Failure of machinery or other equipment. 4. Overheating of electrical or electronic appliances.</div>	<div>7. BEHAVIOUR</div> <div>BE</div> <div>Installation of proper fire and other safety management system to ensure the safety of their Industry.</div>	Focus on J&P, tap into BE, understand RC

<div data-bbox="197 145 324 169"><b>3. TRIGGERS</b></div> <div data-bbox="651 140 687 172"><b>TR</b></div> <p>In need of mandatory safety system to be available in the industry, hearing and reading about industrial fire breakout and gas leakage in the news.</p>	<div data-bbox="745 145 945 169"><b>10. YOUR SOLUTION</b></div> <div data-bbox="1191 140 1227 172"><b>SL</b></div> <p>Usage of automatic sprinklers along with liquid nitrogen is able to put off a large fire break out. Alerting the industrial workers and immediate intimation to the fire station. In case of toxic gas leakage, they are purified and released into the atmosphere.</p>	<div data-bbox="1308 145 1590 169"><b>8. CHANNELS of BEHAVIOUR</b></div> <div data-bbox="1700 140 1736 172"><b>CH</b></div> <div data-bbox="1308 177 1391 196"><b>8.1 ONLINE</b></div> <p>Continuous monitoring of the safety management system. Signals are sent to sprinklers and alarm.</p> <div data-bbox="1308 263 1397 282"><b>8.2 OFFLINE</b></div> <p>Immediate actions taken to the corresponding incident occurred. Switching ON of the respective actuators in need.</p>
<div data-bbox="197 367 504 391"><b>4. EMOTIONS: BEFORE / AFTER</b></div> <div data-bbox="651 362 687 394"><b>EM</b></div> <p>Before – With availability of only extinguisher they feel panic, in secured and anxious while using it. After – With the help of our intelligent fire management system, since it is an automatic system they don't need to panic. They feel relaxed and able to handle the situation without anxiety.</p>		