1. CUSTOMER SEGMENT(S) `CS`
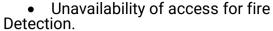
- Property owners

- Industrial workers

6. CUSTOMER CONSTRAINTS `CC`

- Unavailability of access for fire Detection.

- The inconsistencies are related to the poor performances of active and passive protection systems which is most cases fails to function.

5. AVAILABLE SOLUTIONS `AS`

- Smoke sensor often being actuated due to environmental effect.
- The system checks for a fire at particular intervals & not continuously or not in real time.
- Manual operation for transferring information-Automatic operation is not facilitated.
- Difficult to sense structural damage.

2. JOBS-TO-BE-DONE / PROBLEMS. `J&P`

- Industrial fires and explosions cost companies& government billions of rupees every year, apart from the loss of life which cannot be described in monetary terms.

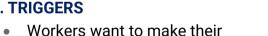- It also disrupts industrial production.

9. PROBLEM ROOT CAUSE `RC`

- Unawareness of risks that surround them at work every day.

- Mainly due to hot work, electrical hazard, Flammable liquids & gases and equipment and machinery.

7. BEHAVIOUR `BE`

- Behaviour is characterized by ignitability, flame speed rate and heat release.
- Appropriate tests need for measuring the fire behaviour depend on the applications of far get material.
- Factor influence fire behaviour,weather,fuel and topology.

3. TRIGGERS `TR`

- Workers want to make their life safe and secure.
- No human involvement during fire risks.
- Early detection.

4. EMOTIONS: BEFORE / AFTER `EM`

- Workers feel uneasy to the environment.
- Unaware of the risks around them everyday.
- Resultant product has a short life.
- Workers will feel free to use many features without their involvement.
- Reliable.

10. YOUR SOLUTION `SL`

- An IoT based fire management system which reduces false alarms and gives early detection and warning.

- Systematic approach for monitoring and control.

- Transferring messages through wireless technologies.

- Easy way of sensing structural damage and health monitoring of industries.

8. CHANNELS of BEHAVIOUR `CH`

ONLINE

- Advertise online with influencers to test the product and promote it.

OFFLINE

- word of mouth among the consumers.