D6 Model

Project information

project name: M.A.R.S.

Project description: The potentially hazardous environment of business operations in a dark dystopian Mars, and The Mars Corporate War established there means that emergency management and response planning are critical to the health and safety of the workers of any company.

We are M.A.R.S. (Mars Active Response System). Our domain is based on IoT and Industrial Security solutions. We provide 24/7 emergency aerial vehicle dispatch with a reflex always-ready pilot, armed safety experts, and military-trained paramedics.

A client's health is monitored by a device we put on them, and if a client takes a turn for the worse, an aerial vehicle squad receives their GPS signal and arrives on the scene in minutes. Reaction time and additional perks are dependent on the client's insurance package.

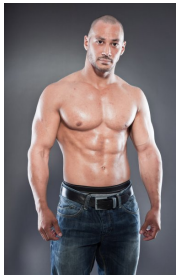**Project date:** 2021 S3

Business Objectives

M.A.R.S. wants to achieve:
- Saving people in the disptopian, hazardous environment of Mars.
- Expand the medical knowledge from Earth to Mars.

Target Behaviour

1. As a company I want to sell as many insurance subscriptions as possible so the living standard on Mars might increase.
2. As a company I want to save as many people as possible.
3. As a client I want to be saved as soon as possible if I have any medical needs.
4. As an operator of M.A.R.S. Headquarters I
5. As a client my location gets shared by an IOT device.
6. As a client my health gets monitored by the Biosensor.

Client Description

Generation: Younger generation	**Bio**: Used to be a mechanic for NASA got bored of life on Earth and decided to live on Mars.	**Gender:** Hetrosexual	**age:** 35	**state:** Single
		Personality: Big ego, Energetic, Motivated, Agressive, diciplined, overconfident but has a small heart.		

Quote: "Survival of the fittest"	**Explore** 20%	**Compete** 50%	**Express** 20%	**Collaborate:** 10%

Pain points: Aggressive, always looking to pick up a fight.	**Goals:** Want to be a part of the corpo war on Mars and have as much power as possible.

Bio: Smart guy, studied at Harvard and was a software engineer for SpaceX. He lost his wife and was looking for a new purpose in his life and decided to go live on Mars.	**Gender:** Hetrosexual	**age:** 52	**state: Widow**
	Personality: Smart, thinks before he says something, Informed, busy lives, low self-confidence, doesn't like changes, mature, wants to learn more every day.		
Generation: Mid-Life Generation			

Quote: *"Using your mind solves everything"*	**Explore** 30%	**Compete:** 20%	**Express:** 10%	**Collaborate:** 40%

Pain points: He is traumatized and sometimes loses his mind.	**Goals:** Accomplish a successful scientific career on Mars.

Activity loops

People will feel engaged and motivated for our service for self-preservation reasons:

- People know the dangers of Mars and its ongoing corporate war.
- They want to be insured that nothing happens to them and that they will get help with any medical needs.
- People on Mars don't want to experience any desperate situations, if they're in the middle of nowhere for example.

Fun Elements

As sad and exhausting living in the horrible conditions on Mars could be, we can for sure make the transfer of a client enjoyable, and relieving.

The main point of attraction will be our advertisements, diligent and accurate but sometimes with a less serious tone than expected, and even with a sense of humour. To make the possible subscribers to our service feel how we sympathize and care about them.

Except to that you have to keep in mind that there is still a corporate war going on, and circumstances are really bad. So not every aspect of our service can be fun.

Deploy Appropriate Tools

- Server for hosting the services and back-end operations
- Web application for serving the web platform front-end.