| Key Partnerships Construction industry associations PPE manufacturers and distributors Construction management software companies Wireless network providers (for reliable on site connectivity) | Key Activities  App development and maintenance Marketing and sales Customer support Data analysis and reporting Partnership development  Key Resources Mobile app development team | worker location ensures they are within designated safety zones. Enhanced PPE compliance: Monitors PPE usage within safety zones, reducing accidents and fines. Increased productivity: Streamlines attendance tracking and eliminates manual processes. Reduced administrative burden: Automates reports and provides real time data for informed decision making. Improved communication: Facilitates communication between supervisors and workers on site. | Customer Relationships  Free trial period is an app tutorials and user guides - Customer support hotline and email online knowledge base of the dedicated account managers for larger companies  Channels  Oriect sales to construction companies | Customer Segments  Construction companies (Large, Medium, Small)  Project managers Site supervisors Construction workers |
|--|---|--|---|--|
|  | Cloud infrastructure and data storage GPS and sensor technology integration Warketing and sales team Customer support team  |  | Inline app store (iIS, Android) Construction industry conferences and trade shows Partnerships with construction management software companies  |  |
| Cost Structure Reven   |   |  |   |  |
| App development and maintenance costs Cloud infrastructure costs Marketing and sales expenses Customer support salaries Partnership fees Data storage and security costs                         |   | Freemium model with limite  Oata analytics and reporting   | Subscription based pricing model (per user, per site)  Freemium model with limited features (upgrade for advanced features)  Data analytics and reporting (add on service)  Partnerships with RPE vendors (in app purchase options)               |  |

Construction Site Supervisor

#### Awareness

- Supervisor becomes aware of safety concerns on the construction site, potential for accidents due to lack of PPE usage.
- Learns about the construction site labor tracking app through online searches, industry conferences, or word-of-mouth.

## Consideration

- Researches the app online, reads reviews, compares features with other solutions.
- Downloads the app and explores the free trial version.
- Contacts the app's sales team with questions and requests a demo.

### Decision

- Analyzes the app's potential benefits - improved safety, reduced costs, increased efficiency.
- Discusses the app with other supervisors and management.
- Decides to subscribe to the app based on its value proposition and cost-effectiveness.

# Onboarding

- Receives training and support from the app's customer support team.
- Registers workers on the app and assigns them to designated safety zones.
- Begins using the app to track worker location and monitor PPE compliance.

### Retention

- App provides real-time data and insights to improve safety protocols.
- Supervisor receives regular updates and reports from the app.
- Continues using the app due to its ease of use, valuable features, and positive impact on safety.