\*The head office should monitor the

to spend a time to get daily update.

surroundings of River Water weakly once

\*Network availability and available device are

the biggest issue face by the customers and need

Explore AS, differentiate

# 1. CUSTOMERSEGMENT(S)

i.e. working parents of 0-5 v.o. kids

Who is your customer?

CS

6.CUSTOMERCONSTRAINTS



## 5. AVAILABLESOLUTIONS



What constraints prevent your customers from taking action or limittheir choices Which solutions are available to the customers when they face the problem of solutions? i.e. spending power, budget, no cash, network connection, available devices. orneed togetthejobdone? Whathavetheytriedin thepast? Whatpros& consdo

\*The solution is to avoid the mixing of industrial

these solutions have? i.e. pen and paper is an alternative to digital notetaking

waste.

\*Strom water management.

\*Waste water treatment.

\*People's and water quality Officers

## 2. JOBS-TO-BE-DONE / PROBLEMS

There could be more than one; explore different sides



Which jobs-to-be-done (or problems) do you address for your customers?

**9. PROBLEM ROOT CAUSE** 

RC

SL

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job done? i.e. directly related; find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

\*Identify the Problems.

\*Final better network availability calculate the quality and quantity of water.

\*To identity the water quality

\*Chemical waste sometimes discharged into rivers

Vhat is the real reason that this problem exists?

Vhat is the back story behind the need to do this job?

i. . customers have to do it because of the change in regulations

\* The major problem is the industrial waste and chemical waste mixing into theriver.

\* As we know sensors are bit costly and our system needs more than one sensor to work. The sensors are used periodically to check the quality of the water and might need to be replacedfrequently.

## 3. TRIGGERS



t? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.

Give awareness for monitoring the water quality to the people

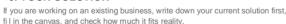
### 4. EMOTIONS: BEFORE / AFTER



How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy &design

People felt insecure and unknowledge about the quality, now they have more confident about their drinking water.

## 10. YOUR SOLUTION



If you are working on a new business proposition, then keep it blank until you fill in tl e canvas and come up with a solution that fits within customer limitations,

s lves a problem and matches customer behavior.

\* Recycle the river water weaklyonce.

\* We provide a good source to the public and we work based on publicreview.

### 8. CHANNELSofBEHAVIOUR



What kind of actions do customers take online? Extract online channels from #7

Public may provide review and rating for the system.

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customerdevelopment.

By using the smart sensor, the PH level of river water is identify.