

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div>Fisherman. Marine biologist Water pumping plants</div></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><div>User friendly Cost effective Maintaining eco system Temperature check Pollution</div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div>water quality monitoring software developers Water treatment stakeholders Oil & gas and power generation plants Water pumping plants</div></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><div>Aquaculture worker Aquarist Fisherman. Hydrologist Marine biologist.</div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><div>Sometimes the water has dangerous particles or chemical mixed and general purpose water purifier cannot purify that. And it'simpossible to check the quality of water manually in every time</div></div>	<div>7. BEHAVIOUR<div>BE</div><div><div>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)</div><div>Find a core controller and create the app. Calculate the Ph value of the river water . Making it user friendly with more convenient and cost effective</div></div></div>	

Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div><div>geology, climate, topography land use Pesticides Temperature</div></div>	<div>10. YOUR SOLUTION<div>SL</div><div>So the water we reserved in the water tank at our roof top or basement in our society or apartment may not be safe. Still in India most of the people use simple water purifier that is not enough to get surety of pure water. So it can warn us automatically if there is any problem with the reserved water. And we can check the quality of the water anytime and from anywhere. By keeping this mind we designed this system especially for residential areas.</div></div>	<div>8.CHANNELS of BEHAVIOUR<div>CH</div><div><div>8.1 ONLINE Installing online continuous water quality monitors inorder to monitor pH, total dissolved solids, dissolved oxygen on continuous basis.</div><div>8.2 OFFLINE Collecting water samples for laboratory analysis or by using probes which can record data at a single point in time, or logged at regular intervals over an extended period.</div></div></div>	Identify strong TR & EM

	<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div>Repair leaks ,Protection of water source Improve water quality</div>			
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