

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S) Who is your customer? i.e. Elders, working parents</div> <div>C</div>	<div>6. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or limit their choices of solutions? i.e, pathogens, water quality monitoring and standards, saltwater-intrusion, unreliable, pollution.</div> <div>C</div>	<div>5. AVAILABLE SOLUTIONS Which solutions are available to the customers when they face these problems? i.e:Solar impulse label technique can be used to improve the efficiency of the process.</div> <div>A</div>	Explore AS, different
	<div>2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? Pathogens, microbial contaminants, bacterial contaminants, pesticide residues, Ph level</div> <div></div>	<div>9. PROBLEM ROOT CAUSE What is the real reason that this problem existind these job? i.e:Industrial waste releases and poor water management system can be the root cause for the process.</div> <div>RC</div>	<div>7. BEHAVIOUR What does your customer do to address the problem and get the job done? i.e.:Contamination may be the problem which can be overcome by maintaining proper water management systems.</div> <div>BE</div>	
Focus on J&P, tap into BE, understand RC		Focus on J&P, tap into BE, understand RC		

<div>3. TRIGGERS What triggers customers to act? i.e., Consuming clean water will greatly improve your health and well-being.</div> <div>TR</div>	<div>10. YOUR SOLUTION Water pollution is one the main environmental issues that we are facing, as more than 70% of the Earth's surface is water-covered.</div> <div>SL</div>	<div>8. CHANNELS of BEHAVIOUR 8.1 ONLINE What kind of actions do customers take online? The real-time water quality tehniques can be adopted. 8.2 OFFLINE What kind of actions do customers take offline? i.e:Microfiltration method can be adopted forthisntechniques.</div> <div>CH</div>
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4. EMOTIONS: BEFORE / AFTER



How do customers feel when they face a problem or a job and afterwards?
i.e., intensity, fear > calming-tranquil, playful joy, in control - use it to create pieces that evoke the emotions of water.