



3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour 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

EM

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 acknowledge about the qu now they have more confident about their drinking.

10. YOUR SOLUTION

SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

Recycle the river water weakly once.

We provide a good source to the public and we work based on public review.

8. CHANNELS of BEHAVIOUR

CH

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

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

ONLINE:
Public may provide review and rating for the system.

OFFLINE:
By using the smart sensors, the ph level of the water is identify.