Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

- Quality of the water
- Customer safety(personal use)

6. CUSTOMER CONSTRAINTS — CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

- Without water no life could exist and many essential and non essential human activities wouldn't be possible without the healthy water shades
- Hydrological factors and biological process in the aquatic environment

5. AVAILABLE SOLUTIONS — AS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

- A stream or river monitoring project can also require the observation and measurement of water quality
- To make a device which will maintain accuracy and keep equipment functioning within specifications, best practice recommends cleaning and calibrating the instruments at regular intervals

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- Hard to read the data from the river water
- Finding a perfect place to measure the accuracy
- Possibility of malfunction of sensors placed in the river water
- Damage of sensors due to external factors in the river water

9. PROBLEM ROOT CAUSE — RC

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

- The growth of excessive algae is called eutrophication leads to pollution
- Excessive use of oxygen in the water leads to death of all organisms living in the water

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)

- Various types of sensors can be attached according to various dimensions of the river
- Solution architecture of the system place a major role in this process(MVP Model)

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

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.

- People want to check the purity of the water they are using in an easier and accurate method
- Public are aware about the purity of water they are using

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.

- Public are not aware of the quality of the water they are using
- After the implementation of the project people are well aware of the water quality

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.

- The specifics of your stream or river monitoring system will depend largely on the requirements of your project, as well as site conditions at the waterway.
- While every stream o rriver monitoring system may not require a full stream gage installation with stilling well and associated instruments, it may be helpful to consider what such a system should entail as determined by the country's premintent river

8. CHANNELS of BEHAVIOUR — CH

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

- Video tutorial is made to bring awareness among the people
- The advertisements can be done in the social media

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

- Creating awareness by advertising with sign boards in public places

Extract online & offline CH of BE