Problem-Solution fit canvas 2.0

Purpose / Vision

1. CUSTOMER SEGMENT(S) CS

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

- People of urban, suburban and some rural areas
- Includes people of all ages

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.

- Expensive filters and their maintenance
- Unattainability of proper sanitation and water purification facilities for domestic use
- Unaware of water-borne diseases and the quality of water being used as well as negligence of issues being faced

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

- Water inspection services provided by government as well as private organizations(inaccurate results)
- Physical water quality measurement techniques (pH, O2 levels, conductivity tests etc.) may require expensive equipment and not feasible - not error free.

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.

- Pesticides and fertilizers can be carried into lakes and streams by rainfall runoff or snowmelt, or can percolate into aquifers.
- Increasing water-borne diseases such as typhoid, cholera, and hepatitis
- Water can also become contaminated after it enters the distribution system, from a breach in the piping system or from corrosion of plumbing materials made from lead or copper.
- Some ground water is unsuitable for drinking because the local underground conditions include high levels of certain contaminants.

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.

- Lack of awareness amongst people
- Irresponsibility of industries and Government officers
- Improper recycling of water and treatments
- Routinely replace filter cartridges. Bacteria and metals can build up in filter cartridges so be sure to follow the instructions for filter replacement.

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)

- Try to educate public and students about how to purify water
- Try to purify the water in the best and safest way possible by using advanced techniques available
- Join an active group and address the issues about the use of unclean water tanks and improper water outlets in industries

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.

- Inappropriate water purification
- Spread of waterborne pathogens
- Inadequate pure water supply

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.

- Uncertainty, unaware, unsatisfied, agitation

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.

- Effective and efficient analysis of water quality from datasets
- Increase in speed and accuracy level of prediction

8. CHANNELS of BEHAVIOUR CH

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

- Broadcast the inconveniences faced by them with the help of digital networks.

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

- Usage of high quality water filters
- Legally handling the issues with the support of Government against industries

Extract online & offline CH of BE

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