Problem-Solution fit canvas 2.0

Purpose / Vision

1. CUSTOMER SEGMENT(S) `CS`

Human Beings, Plants, and Animals are our Customers because water is a daily need for them. For a sustainable lifestyle, rivers and lakes need to have their water quality continuously monitored.

6. CUSTOMER `CC`

Everyone has to take equal parts in taking action against river water quality monitoring. But only some are taking an effort while others are not.

5. AVAILABLE SOLUTIONS `AS`

Solutions available to customers are Chlorophyll Fluorescence Analysis, Recording the Water Temperature, Measuring the Dissolved Oxygen Levels, pH and KH Testing. In the early days Physical and Chemical test were done. Pros and Cons of the solutions: To conduct the analysis on a liquid sample, the sample must be dissolved in acid. The determination of some elements can be hampered by common matrix elements.

Explore AS, differentiate

2. JOBS-TO-BE-DONE `J&P`

The discharge of sewage into bodies of water is one of the main causes of water pollution. Ocean pollution can result from sewage that is dumped into the sea from both homes and industry. To make drinking water safe, offer the capacity to treat it at home using filters, solar disinfection, or flocculants. Promote inexpensive ways to improve water quality, such as chlorine tablets or plastic bottles that can be exposed to sunshine.

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

9. PROBLEM ROOT CAUSE `RC`

Guidelines and standards for drinking water quality are created to make it possible to supply clean, safe water for human consumption, hence preserving human health. These are often based on permissible toxicity thresholds for either humans or aquatic species as determined by science. The back story behind this to make human, plants and animals to make use of water in a good manner.

7. BEHAVIOUR `BE`

To gather and store rainwater for drinking or replenishing underground aquifers, install rainwater harvesting devices. To draw groundwater from subsurface aquifers, construct wells. Encourage healthy hygiene practices through education.

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

3. TRIGGERS `TR`

Employ a water filter, Aerators for clean water, Dispose of hazardous wastes properly, Maintain septic tanks properly, and Maintain clear storm drains.

4. EMOTIONS: BEFORE / AFTER `EM`

BEFORE: When they face a problem, they feel unhealthy and Discomfort. They don't know what to do next or how to overcome this problem.
AFTER: Afterwards they address the problem to the government and get the solution for their problem from the government. This end solution will give comfortness, happiness, and feels gratitude towards it.

Identify strong TR & EM

10. YOUR SOLUTION `SL`

The current approach for monitoring water quality is manual, has a tedious process, and takes a lot of time. A microprocessor for system processing, a communication system for inter- and intra-node communication, and a number of sensors are the core elements of a wireless sensor network (WSN). Remote monitoring and Internet of Things (IoT) technology can be used to access real-time data.

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE

They can Create an online website where they can encourage to motivate people to maintain the river water quality by employing suitable methods. They can take some online seminars to maintain river water quality.

8.2 OFFLINE

In offline they can gather people and, as a group they can clean the rivers and lakes to maintain proper river water quality.

Extract online & offline CH of BE

AMALTAMA