

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>Civilians who want to use water for domestic purposes and researchers who wants to monitor the water quality</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>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.</div><div>The parameters of the water should be in proper level. Eg- temperature, ph, Salinity etc..</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>Which solutions are available to the customers when they face the problem</div><div>or need to get the job done? What have they tried in the past? What pros &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div><div>To improve water quality and to prevent water pollution</div></div>	Explore AS, differential
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div>To detect any Substances which makes the water quality poor and also affects the biological process of the river.</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>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.</div><div>Dumping of the waste materials from factories in river water, leads to change in quality of the water which decreases the BOD and Makes unfit for the domestic purposes.</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>What does your customer do to address the problem and get the job done?</div><div>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)</div><div>The Customer uses some sensors which determines the temperature, Turbidity by which we can address the problem</div></div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div>To keep our water bodies clean and stop dumping waste materials in to the river which we use for domestic use.</div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>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.</div><div>We can use Special type of sensors for monitoring the quality of river water to prevent it from pollution. LM temperature sensors and many sensors are available for PH, Turbidity, Salinity detection.</div></div>	<div><div>8. CHANNELS of BEHAVIOUR<div>CH</div></div><div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</div><div>The user can access the water quality parameters by GSM module.</div><div>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div>Audible alarm indication is used</div></div>	Identify strong TR & EM
	<div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</div><div>Before: Feeling uncomfortable due to unaware of water quality After : Feeling Comfortable and safe.</div></div>			

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