

Project Design Phase-I : Solution Fit Template

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Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

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

- To prevent leakage of gas
- **Customer Safety**

CS

6. CUSTOMER CONSTRAINTS

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.

- ♦ Lack of awareness and traditional practices limits the implementation of the system.
- ♦ Industrial environments.

CC

5. AVAILABLE SOLUTIONS

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

- ◆ Arduino and other wireless development modules to connect to cloud service and monitor the data via online channels

AS

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

2. JOBS-TO-BE-DONE / PROBLEMS

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

- to read the data of gas leakage
- to implement alerting system
- Gas leakage might cause fires
- Gas leakage might cause poisoning

9. PROBLEM ROOT CAUSE

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.

- Unmonitored equipment system leads to gas leakage
- Use of harmful gases in industrial implementations

RC

7. BEHAVIOUR

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)

- Solution architecture of the system plays a major role in this process.
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BE

Identify strong TR & EM

3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbour install solar panels, reading about a more efficient solution in the news.

- Frequent incidents due to gas leakage
- Poisoning due to harmful gases in industries

TR

4. EMOTIONS: BEFORE / AFTER

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.

- Lack of awareness causes unease
- Security due to implementation of a verified working system

10. YOUR SOLUTION

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.

- Implementing a wired or wireless sensor node system to measure the gas leakage and alerting authorities using a cloud service.
- A fully automated system using actuators can be implemented at the end of the system to automate the alerting and extinguishing techniques.

SL

8. CHANNELS of BEHAVIOUR

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

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

CH

Identify strong IR & EM

