Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS
Who is your customer?
i.e. working parents of 0-5 y.o. kids

People who use river water as their main source of water

6. CUSTOMER CONSTRAINTS   CC

Costs of installation is high and high speed of internet connection is required due to the access of cloud service.
Cloud access of large storage requires constant payment which is not affordable for the rural people

5. AVAILABLE SOLUTIONS   AS

Currently sending SMS to every individual in not proposed using cloud service .They regularly checks the water purity while using it

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.

The sensors and devices that installed may have a chance of getting damaged because of natural calamities.
They is a chance of getting disconnected due to various reasons

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 main Problem is the cost efficiency. Since multiple nodes involves quantized connectivity to make it a dynamic system costs considerably high.

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)

Customer service is provided and manual is provided to customer in all languages.
In which customer can report the problem and can have a clear understanding and description of the product .

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

3. TRIGGERS   TR

This triggers the viewers to get the product after seeing customers getting pure and hygiene water and keeping them away from diseases.

10. YOUR SOLUTION   SL

8. CHANNELS of BEHAVIOUR   CH

Online:
    If it is online mode, they can use mobile or any other source to send message or contact authorities via helpline numbers.

4. EMOTIONS: BEFORE / AFTER `EM`

Before the proposed solution the customer felt bad about the water and confused how they got certain diseases .Later they will live a healthy and happy life

A river monitoring system that checks periodically the temperature, dust particles and pH level of the water and notifies the customer about the purity of the water through SMS. So that they can get know when to drink the water

Offline:

   If it is offline mode the customer can directly contact the corporation and address the problem.

Identify strong TR & EM