Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL

1. CUSTOMER SEGMENT(S) CS

River water segmentation process setting up group of customers identity the different sources their river water is been directed to analyse .

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES CL

Contamination of water has negative effects on the environment and on the flora and fauna that depend on it. Oil spills, radioactive leaks, and many other forms of contamination can kill, injure, or disrupt the biological processes of plants and animals.

5. AVAILABLE SOLUTIONS PLUSES & MINUSES AS

Recording the water temperature,acidity(pH),dissolved solids,dissolved oxygen,hardness and suspended sediment.

Explore AS, differentiate

Focus on PR, tap into BE, understand RC

2. PROBLEMS / PAINS + ITS FREQUENCY PR

- Inappropriate usage of river water.
- Not enough guidance for water resources.
- Contaminated river water.
- Public health issues.
- Runoff.

9. PROBLEM ROOT / CAUSE RC

- Human activities like polluting water by throwing unwanted substances such as plastics and make the water toxic. Pollution also affects pH of water.
- Adding chlorine and other chemicals.
- Increased temperature,low dissolved oxygen or high turbidity.

7. BEHAVIOR + ITS INTENSITY BE

- **Sensorial:** decision based on taste, colour and smell
- **Contextual:** relating to the presence of refuse in the water, on the bank, sewer line and drain outlets entering the river and the presence of aquatic life
- **Scientific:** relating to knowledge of presence of harmful chemicals based on evidence
- **Heuristics:** opinion based on experience, intuitive judgement, educated guess, etc.

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS TO ACT TR

- Over usuage
- Adding chemicals/toxins
- Blocking the flow of river water
- Water impurity

4. EMOTIONS BEFORE / AFTER EM

- Fear
- Physical illness
- Anger
- Depression

10. YOUR SOLUTION SL

A water proof temperature sensor is used to avoid any damage or electrical shock to the system and the user. An ultrasonic sensor is used to measure the level of the water in the container. The ultrasonic sensor is connected in the system such that it will be placed on the top of the water container.

8. CHANNELS of BEHAVIOR CH

ONLINE

Existing system has a mechanisms which are semi-automated or manually controlled devices which are to be handled by a person responsible for monitoring the water quality.

OFFLINE

The most essential water parameters needed to be monored by the average users are water pH level, water turbidity (cloudiness) and water temperature which is a measurement of the amount of the water in a container.

Extract online & offline CH of BE

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Designed by Daria Nepriakhina / IdeaHackers.nl - we tailor ideas to customer behaviour and increase solution adoption probability.

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