

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> Who is your customer? i.e. working parents of 0-5 y.o. kids	<b>6. CUSTOMER CONSTRAINTS</b> 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.	<b>5. AVAILABLE SOLUTIONS</b> 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	Explore AS, differentiate
	People of suburban areas (All age groups)	<ul style="list-style-type: none"> <li>Unavailability of sanitation and water purification facilities for domestic use</li> <li>Unaware of water-borne diseases and the quality of water being used &amp; negligence.</li> </ul>	<ul style="list-style-type: none"> <li>Visual inspection (inaccurate results)</li> <li>Physical water quality measurement techniques (pH, O<sub>2</sub> levels, conductivity tests etc.) may require expensive equipment and not feasible - not error free.</li> </ul>	
Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.	<b>9. PROBLEM ROOT CAUSE</b> 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.	<b>7. BEHAVIOUR</b> 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)	Focus on J&P, tap into BE, understand RC
	<ul style="list-style-type: none"> <li>Inadequate clean water supply</li> <li>Increasing water-borne diseases</li> <li>Contamination of water resources by industries</li> <li>Depleting ground water</li> </ul>	<ul style="list-style-type: none"> <li>Illiteracy</li> <li>Carelessness of industries and ruling government</li> <li>No treating methods Used</li> <li>Irresponsible behaviour of the third party people</li> </ul>	<ul style="list-style-type: none"> <li>Try to create an awareness to purify water</li> <li>Try to purify the water in the best and safest way possible (using filters etc.)</li> <li>Use clean water tanks and proper water outlets in industries</li> </ul>	
Identify strong TR & EM	<b>3. TRIGGERS</b> What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.	<b>10. YOUR SOLUTION</b> 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.	<b>8. CHANNELS of BEHAVIOUR</b> <b>1. ONLINE</b> What kind of actions do customers take online? Extract online channels from #7	Extract online & offline CH of BE
	<b>4. EMOTIONS: BEFORE / AFTER</b> 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.	<ul style="list-style-type: none"> <li>Improper purification of water</li> <li>Spread of waterborne diseases</li> <li>Inadequate pure water supply</li> </ul>	<ul style="list-style-type: none"> <li>Effective analysis of water quality from datasets</li> <li>Faster and accurate prediction</li> </ul>	
	<ul style="list-style-type: none"> <li>Insecure, unaware, unsatisfied, fear</li> </ul>		<b>8.2 OFFLINE</b> What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.	
			<ul style="list-style-type: none"> <li>Use water filter</li> <li>Protest against industries trying to pollute the rivers</li> </ul>	