Define CS, fit into CC

1.CUSTOMER SEGMENT(S) `CS`

- Agricultural people to monitor their irrigation water.
- Home usage for drinking water
- Commercial usage to check the water quality

6.CUSTOMER CONSTRAINTS `CC`

- Installation charges
- Complex beginning process

5. AVAILABLE SOLUTIONS `AS`

- All available ways to check the quality use up lot of water
- Spread of any water borne diseases can be prevented.

Explore AS, differentiate

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

2.JOBS TO BE DONE/PROBLEM `J&P`

- Control of algal blooms
- Monitoring pH value, turbidity
- Measure of water quality

9. PROBLEM ROOT CAUSE `PRC`

- Mixing up of industrial waste in river
- Polluting river
- Growth of chemical substantial microorganism

7.BEHAVIOR `BE`

- Reduce use of fertilizers.
- Avoid disposal of waste in river water
- Check the mixing of any chemical substance in river.

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

Identify strong TR & EM

3.TRIGGERS `TR`

When people get to know about how bad is their water

4. EMOTIONS BEFORE AND AFTER `EM`

design.

Before: Worried about health
After: Happy to drink pure water

10. YOUR SOLUTION `SL`

- Monitoring all the water parameters of the water.
- Based the monitoring results the quality of the water is checked
- Control of algal bloom and other water diseases

8. CHANNELS OF BEHAVIOR `CH`

Online: Check the water quality and analyzed results are monitored.

Offline: Less usage of chemicals and polluting water in less amount.

Identify strong TR & EM