Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

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

Peoples who use the river water.
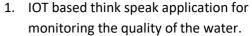
6. CUSTOMER CONSTRAINTS — CC

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.

Available of devices.

5. AVAILABLE SOLUTIONS — AS

1. IOT based think speak application for monitoring the quality of the water.
2. IOT based smart water quality monitoring system.
3. IOT cloud based water conservation and monitoring system

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 sensor in the system measures the PH and temperature of the river water. Then the values are compared to the standard values. If it is greater than standard values it alerts the consent

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 problem arises naturally.

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)

After the alert, the people can use water from other till the issue solved by the corporation.

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

Identify strong TR & EM

3. TRIGGERS — TR

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

If the sensors are damaged, they will not know how to rectify.

4. EMOTIONS: BEFORE / AFTER — EM

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

Before, People using the water with a fear and now they are only using the clean water

10. YOUR SOLUTION — SL

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.

To control the algae and to monitor the water parameters like PH and temperature in the river water and then alert the consent authorities and the local authorities.

8. CHANNELS of BEHAVIOUR — CH

ONLINE
What kind of actions do customers take online? Extract online channels from #7

OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

In online service, customer may need to install the mobile application for that.

In offline service, customer has need to travel and report the issue.

Identify strong TR & EM