

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)CS

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

- Government agencies
- General public

6. CUSTOMER CONSTRAINTS

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.

- Knowledge about Scientific standards
- No Tools and available devices
- Inference of Water quality

5. AVAILABLE SOLUTIONSAS

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

RO and heating of water before using

PROS: Filters the most contaminants

CONS:

- More water wasted
- Drinking water that's too hot can damage tissue

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMSJ&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

To Check the scientific standards obtained  
from the water samples

9. PROBLEM ROOT CAUSERC

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.

- Water scarcity
- No available of quality water
- We couldn't judge or find the water is quality or not

7. BEHAVIOURBE

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)

- RO
- Mineral water
- Checking hardness of water

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

Identify strong TR & EM

3. TRIGGERSTR

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

- Non drinkable water quality due to water scarcity in our country

4. EMOTIONS: BEFORE / AFTEREM

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:

- Feeling Irritated
- fear of water borne diseases

AFTER:

- feeling safe
- Happy living

10. YOUR SOLUTIONSL

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.

By collecting water samples and using some  
parameters like Ph value, Hardness, Conductivity  
by using machine learning techniques to predict  
the water quality

8.CHANNELS of BEHAVIOURCH

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

ONLINE: Browsing various ways for getting  
quality water  
OFFLINE: Boiling drinking water and RO Process

Identify strong TR & EM