Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

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

1. caretaker to monitoring patient health
2. The researcher learns and predicts natural processes in the environment

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.

1. To monitor the quality of water and sent messages in advance of use from this water
2. The customer expect a low cost and efficient

5. AVAILABLE SOLUTIONS — AS

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

1. Artificial Neural Network(ANN) method is used to predict the water quality.
2. It can be executed in any application and it can continue without some issues by its parallel features.
3. We use GSM(Global system for Mobile communication) technologies and it provides basic to advanced voice and data services including roaming service.

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.

Jobs to be done:
1. Monitoring the water quality
2. collect the data sets

Problems:
1. Routinely analysis the data sets
2. drinking unhygienic water causes various diseases

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.

1. Lack awareness among people
2. Improper machine maintenance or storage

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)

1. Think about the budget of this project
2. Identify the accuracy of water quality
3. Service, flexibility and Convenience
4. accurate and relevant information

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.

1. Advertising that by drinking clean water you will get good health

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.

1. If the customer drinks a impurified water, he feels the insecurity of his health
2. In our project customer feel drink a quality water and secure of him health

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.

1. water quality predicted by the real time analysed data's
2. Instrumental and chemical analysis of collected field water samples.
3. The analytical results of parameters were evaluated based on the standard limits.
4. Water quality standards protect human health and avoid the costs related to medical care, productivity loss, and even loss of life.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE

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

In online the customer read the informations and descriptions carefully and calculate the total purchasing amount,taxes,services and etc

8.2 OFFLINE

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

1. Using services properly, speaking out against wrong doing and lawfully purchasing goods and services

Extract online & offline CH of BE

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