

Define CS, fit into CC	<p>1. CUSTOMER SEGMENT(S) CS</p> <p>Who is your customer?</p> <ol style="list-style-type: none"> The customer, who use the river water for daily usage For example, people, animals and birds. 	<p>6. CUSTOMER CC</p> <p>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.</p> <ol style="list-style-type: none"> The head office should monitor the surrounding of River water weakly once. 	<p>5. AVAILABLE SOLUTIONS AS</p> <p>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</p> <ol style="list-style-type: none"> The solution is to avoid the mixing of industrial waste. <p>Pros: Provide water for drinking.</p> <p>Cons: Health issues.</p>	Explore AS, differentiate
	Focus on J&P, tap into BE, understand RC	<p>2. JOBS-TO-BE-DONE/ PROBLEMS J&P</p> <p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p> <ol style="list-style-type: none"> To identify the water quality. Chemical waste sometimes discharged into river. 	<p>9. PROBLEM ROOT CAUSE RC</p> <p>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.</p> <ol style="list-style-type: none"> The major problem is the industrial waste and chemical Waste mixing into the river. <p>In earlier the people use more land for decompose the Industrial waste so, it cause land pollution.</p>	
Identify strong TR & EM		<p>3. TRIGGERS TR</p> <p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p> <ol style="list-style-type: none"> Give awareness for monitoring the water quality To the people. <p>4. EMOTIONS: BEFORE/ AFTER EM</p> <p>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.</p> <ol style="list-style-type: none"> People often worries about their next generation because of Polluted surrounding. After facing the problems the people are feeling hard to maintain The clean river. 	<p>10. YOUR SOLUTION SL</p> <p>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.</p> <ol style="list-style-type: none"> People should dispose the hazardous products. Recycle the river water weekly once. 	<p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</p> <p>Identify the germs by using the pixel scanning app.</p> <p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development</p> <p>By using the smart sensor, the PH level of river water is identify.</p>