

Define CS, fit into CL	<b>1. CUSTOMER SEGMENT(S)</b> <b>CS</b> <ul style="list-style-type: none"> <li>Urban people's</li> <li>Stakeholder's of RO based companies.</li> <li>Manufacturing companies.</li> </ul>	<b>6. CUSTOMER LIMITATIONS</b> <small>EG. BUDGET, DEVICES</small> <b>CL</b> <ul style="list-style-type: none"> <li>Spending power</li> <li>Budget</li> <li>Lack of efficient computer system</li> <li>Untrained customers</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <small>PROS &amp; CONS</small> <b>AS</b> <ul style="list-style-type: none"> <li>Chemical methods</li> <li>AI techniques</li> </ul>	Explore AS, differentiate
	<b>2. PROBLEMS / PAINS + ITS FREQUENCY</b> <b>PR</b> <ul style="list-style-type: none"> <li>Urban people are mostly self-employed their livelihood are not stable. So, this method will be a cost efficient method for them.</li> <li>To check whether the water quality is in compliance with the standards, and hence, suitable or not for the designated use.</li> </ul>	<b>9. PROBLEM ROOT / CAUSE</b> <b>RC</b> <p>People think that testing the water quality for normal usage are bad investment right now because their too expensive , and possible changes to law might influence the return of investment significantly and diminish the benefits .</p>	<b>7. BEHAVIOR + ITS INTENSITY</b> <b>BE</b> <ul style="list-style-type: none"> <li>Choosing of efficient providers .</li> <li>When their expected standard of water is achieved we can expect this behaviour</li> </ul>	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	<b>3. TRIGGERS TO ACT</b> <b>TR</b> <ul style="list-style-type: none"> <li>Seeing their neighbours using efficient water quality analysis method for their individual purpose.</li> <li>Reading about innovative and efficient solutions</li> </ul>	<b>10. YOUR SOLUTION</b> <b>SL</b> <p>This ML technique is an extension of the artificial neural network method; it has additional complex architectures that make this approach suitable for managing multi-dimensional inputs because of its high model configuration flexibility, greater generalization power, and robust learning capacity.</p>	<b>8. CHANNELS of BEHAVIOR</b> <b>CH</b> <p>ONLINE</p> <p>Extract channels from behaviour block</p>	Extract online & offline CH of BE
	<b>4. EMOTIONS</b> <small>BEFORE / AFTER</small> <b>EM</b> <ul style="list-style-type: none"> <li>Before the implementation of this system people were infuriated about their water needs.</li> <li>After accomplishing this system they will be reimbursed .</li> </ul>		<p>OFFLINE</p> <p>Extract channels from behaviour block and use for customer development</p>	