

Define CS, fit into CC

## 1. CUSTOMER SEGMENT(S)

CS

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

\*People's and water quality Officers

## 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.

\*The head office should monitor the surroundings of River Water weakly once

\*Network availability and available device are the biggest issue face by the customers and need to spend a time to get daily update.

## 5. AVAILABLE SOLUTIONS

AS

Which solutions are available to the customers when they face the problem Or need together 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 note taking

## 2. JOBS-TO-BE-DONE / PROBLEMS

JB

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

\*To identify the water quality

\*Chemical waste sometimes discharged into rivers

## 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. . customers have to do it because of the change in regulations.

\* The major problem is the industrial waste and chemical waste mixing into the river.

\* As we know sensors are bit costly and our system needs more than one sensor to work. The sensors are used periodically to check the quality of the water and might need to be replaced frequently.

## 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)

\*Identify the Problems.

\*Final better network availability calculate the quality and quantity of water.

R

R Customer Stand BE, into tap J & P o

# Real-Time River Water Quality Monitoring and Control System

## 3. TRIGGERS

1? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.

Give awareness for monitoring the water quality to the people

## 0. YOUR SOLUTION

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 behavior.

\* Recycle the river water weakly once.

\* We provide a good source to the public and we work based on public review.

## 8. CHANNELS of BEHAVIOUR

### 8.1 ONLINE

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

Public may provide review and rating for the system.

### OFFLINE

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

By using the smart sensor, the PH level of river water is identify.

## 4. EMOTIONS: BEFORE / AFTER

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 -

People felt insecure and acknowledge about the quality, now they have more confident about their drinking water.