

Define CS, fit into CC	<div>1.CUSTOMER SEGMENT(S)<div>CS</div><ul style="list-style-type: none">Agricultural people to monitor their irrigation water.Home usage for drinking waterCommercial usage to check the water quality</div>	<div>6.CUSTOMER CONSTRAINTS<div>CC</div><ul style="list-style-type: none">Installation chargesComplex beginning process</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><ul style="list-style-type: none">All available ways to check the quality use up lot of waterSpread of any water borne diseases can be prevented.</div>	Explore AS, differentiate
	<div>2.JOBS TO BE DONE/PROBLEM<div>J&P</div><ul style="list-style-type: none">Control of algal bloomsMonitoring pH value, turbidityMeasure of water quality</div>	<div>9. PROBLEM ROOT CAUSE<div>PRC</div><ul style="list-style-type: none">Mixing up of industrial waste in riverPolluting riverGrowth of chemical substantial microorganism</div>	<div>7.BEHAVIOR<div>BE</div><ul style="list-style-type: none">Reduce use of fertilizers.Avoid disposal of waste in river waterCheck the mixing of any chemical substance in river.</div>	
Identify strong TR & EM	<div>3.TRIGGERS<div>TR</div><p>When people get to know about how bad is their water</p></div>	<div>10. YOUR SOLUTION<div>SL</div><ul style="list-style-type: none">Monitoring all the water parameters of the water.Based the monitoring results the quality of the water is checkedControl of algal bloom and other water diseases</div>	<div>8. CHANNELS OF BEHAVIOR<div>CH</div><p>Online: Check the water quality and analyzed results are monitored.</p><p>Offline: Less usage of chemicals and polluting water in less amount.</p></div>	Identify strong TR & EM
	<div>4. EMOTIONS BEFORE AND AFTER<div>EM</div><p>Before: Worried about health After: Happy to drink pure water</p></div>			