

Problem Solution Fit

Date	19 October 2022
Team ID	PNT2022TMID03537
Project Name	Project - IOT Based Real-time River Water Quality Monitoring and Control System
Maximum Marks	2 Marks

Problem-Solution Fit canvas

Purpose / Vision

Version:

1. CUSTOMER SEGMENT(S)

Local Authorities and
Common people

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES

Costly, do not know if
accurate, not available for all
localities.

5. AVAILABLE SOLUTIONS PLUSES & MINUSES

Accurate measuring of water
quality using various sensors,
make it available in all remote
places

2. PROBLEMS / PAINS + ITS FREQUENCY

Consuming contaminated water
leads to various problems for all
living organisms.

PR

9. PROBLEM ROOT / CAUSE

The water may be contaminated by
means of nutrient pollution (Industry),
Eutrophication, Algal blooms and so on.

RC

7. BEHAVIOR + ITS INTENSITY

If there is even a small change in
water's parameter, then there is said
to be some sort of contamination in
water, so the sensors should be
capable to analyse that small
change and should predict it
accurately.

BE

3. TRIGGERS TO ACT

TR

Here the motive is to predict the
contamination of river water and create
awareness among people for the same.

4. EMOTIONS BEFORE / AFTER

EM

The output is predicted accurately regarding
the contamination of water, so as to avoid
consumption of contaminated water by the
people

10. YOUR SOLUTION

The water should be monitored by
using sensors and gather its
temperature, Ph value, Turbidity value
should be measured so that the
user(Who consumes the water) be
aware of the water he/she consumes
and prevents consuming when the
water is contaminated.

SL

8. CHANNELS of BEHAVIOR

ONLINE

Customer uses web application to analyse
various parameters of water.

OFFLINE

The customer receive message in mobile
phone if there is any change(Contamination)
in water.

CH



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Designed by Daria Nepriakhina / [IdeaHackers.nl](https://ideaHackers.nl) - we tailor ideas to customer behaviour and increase solution adoption probability.

Problem Statement

Solution

Channels

Cost Structure

Revenue Streams

0. Vision

WHO IS YOUR CUSTOMER?

**EXPLORE LIMITATIONS
TO BUY / USE
YOUR PRODUCT
OR SERVICE**

**HOW ARE YOU
GOING TO BE
DIFFERENT THAN
COMPETITION?**

**FOCUS ON FREQUENT,
COSTLY OR URGENT
PROBLEM TO SOLVE**

**UNDERSTAND
THE CAUSE OF
THE PROBLEM**

**TAP INTO, RESEMBLE
OR SUPPORT
EXISTING BEHAVIOR**

**DESIGN TRIGGERS
THAT FIT REAL LIFE,
SPARK ASSOCIATIONS,
MAKE IT FAMILIAR**

**ADD EMOTIONS
FOR STRONGER
MESSAGE**

**YOUR
“DOWN TO EARTH”
SOLUTION GUESS**

**BE WHERE YOUR
CUSTOMERS ARE**

