

## 1. CUSTOMER SEGMENT(S)

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



People's and water quality Officers

## 6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit

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

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 & conside these solutions have? i.e. pen and paper is an affernative to digital notetaking

The solution is to avoid the mixing of industrial waste. Strom water management Waste water treatment.

Explore AS, differentiate

different sides

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

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

To identity the water quality

Chemical waste sometimes discharged into rivers

#### 9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is the back story behind the need to do this lob? i.e. customers have to do it because of the change in regulations.

> The major problem is the industrial waste and chemical waste mixing into theriver.

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 replacedfrequently

### 7. BEHAVIOUR

RO

What does your customer do to address the problem and get the job done? Le 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.

# 3. TRIGGERS



What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Give awareness for monitoring the waterquality to the people

# 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 qu now they have more confident about their drinking.

## 10. 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 behaviour.

Recycle the river water weakly once.

We provide a good source to the public and we work basedon public review.

# 8. CHANNELS of BEHAVIOUR



## 8.1 ONLINE

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

## 8.2 OFFLINE

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

## ONLINE:

Public may provide review and rating for the system.

## OFFLINE:

By using the smart sensors, the ph level of the water

1

sidentify.