Problem Solution Fit

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| Date | 28 September 2022 |
| Team ID | PNT2022TMID26632 |
| Project Name | Project - IOT Based Real-time River Water Quality Monitoring and Control System |
| Maximum Marks | 2 Marks |

**Problem-Solution Fit** canvas

1. **CUSTOMER SEGMENT(S) CS 6. CUSTOMER LIMITATIONS**

**Define CS, fit into CL**

Purpose / Vision

Version:

**EG. BUDGET, DEVICES CL 5. AVAILABLE SOLUTIONS PLUSES & MINUSES AS**

**Explore AS, differentiate**

Local Authorities and Common people

**Focus on PR, tap into BE, understand RC**

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

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

1. **PROBLEMS / PAINS + ITS FREQUENCY**

**Focus on PR, tap into BE, understand RC**

**PR**

**9. PROBLEM ROOT / CAUSE RC**

1. **BEHAVIOR + ITS INTENSITY**

**BE**

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

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

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.

* 1. **TRIGGERS TO ACT**

**Identify strong TR & EM**

* 1. **EMOTIONS BEFORE / AFTER**

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

**TR**

**EM**

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

**10. YOUR SOLUTION SL**

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.

**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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**Extract online & offline CH of BE**

**.NL**

**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** | **YOUR** |  |
|  | **“DOWN TO EARTH“** | **BE WHERE YOUR** |
|  |
| **ADD EMOTIONS** | **SOLUTION GUESS** | **CUSTOMERS ARE** |
| **FOR STRONGER** |  |  |
| **MESSAGE** |  |  |

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