Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL

1. CUSTOMER SEGMENT(S) CS

- Urban people's
- Stakeholder's of RO based companies.
- Manufacturing companies.

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES CL

- Spending power
- Budget
- Lack of efficient computer system
- Untrained customers

5. AVAILABLE SOLUTIONS PROS & CONS AS

- Chemical methods
- AI techniques

Explore AS, differentiate

Focus on PR, tap into BE, understand RC

2. PROBLEMS / PAINS + ITS FREQUENCY PR

- Urban people are mostly self-employed their livelihood are not stable. So, this method will be a cost efficient method for them.
- To check whether the water quality is in compliance with the standards, and hence, suitable or not for the designated use.

9. PROBLEM ROOT / CAUSE RC

People think that testing the water quality for normal usage are bad investment right now because their too expensive , and possible changes to law might influence the return of investment significantly and diminish the benefits .

7. BEHAVIOR + ITS INTENSITY BE

- Choosing of efficient providers .
- When their expected standard of water is achieved we can expect this behaviour

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS TO ACT TR

- Seeing their neighbours using efficient water quality analysis method for their individual purpose.
- Reading about innovative and efficient solutions

4. EMOTIONS BEFORE / AFTER EM

- Before the implementation of this system people were infuriated about their water needs.
- After accomplishing this system they will be reimbursed .

10. YOUR SOLUTION SL

This ML technique is an extension of the artificial neural network method; it has additional complex architectures that make this approach suitable for managing multi-dimensional inputs because of its high model configuration flexibility, greater generalization power, and robust learning capacity.

8. CHANNELS of BEHAVIOR CH

ONLINE

Extract channels from behaviour block

OFFLINE

Extract channels from behaviour block and use for customer development

Extract online & offline CH of BE

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Designed by Daria Nepriakhina / IdeaHackers.nl - we tailor ideas to customer behaviour and increase solution adoption probability.

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