

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Urban people's Stakeholder's of RO based companies. Manufacturing companies. 	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> <ul style="list-style-type: none"> Spending power Budget Lack of efficient computer system Untrained customers 	5. AVAILABLE SOLUTIONS AS <small>PROS & CONS</small> <ul style="list-style-type: none"> Chemical methods AI techniques 	Explore AS, differentiate
	2. PROBLEMS / PAINS + ITS FREQUENCY PR <ul style="list-style-type: none"> 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 <p>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 .</p>	7. BEHAVIOR + ITS INTENSITY BE <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> Seeing their neighbours using efficient water quality analysis method for their individual purpose. Reading about innovative and efficient solutions 	10. YOUR SOLUTION SL <p>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.</p>	8. CHANNELS of BEHAVIOR CH <p>ONLINE</p> <p>Extract channels from behaviour block</p>	Extract online & offline CH of BE
	4. EMOTIONS EM <small>BEFORE / AFTER</small> <ul style="list-style-type: none"> Before the implementation of this system people were infuriated about their water needs. After accomplishing this system they will be reimbursed . 		<p>OFFLINE</p> <p>Extract channels from behaviour block and use for customer development</p>	