

Problem Solution Fit

Date	28 September 2022
Team ID	PNT2022TMID26570
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:

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Local Authorities and Common people	6. CUSTOMER LIMITATIONS CL EG. BUDGET, DEVICES Costly, do not know if accurate, not available for all localities.	5. AVAILABLE SOLUTIONS AS <small>PLUSES & MINUSES</small> Accurate measuring of water quality using various sensors, make it available in all remote places	Explore AS, differentiate
	2. PROBLEMS / PAINS + ITS FREQUENCY PR Consuming contaminated water leads to various problems for all living organisms.	9. PROBLEM ROOT / CAUSE RC The water may be contaminated by means of nutrient pollution (Industry), Eutrophication, Algal blooms and so on.	7. BEHAVIOR + ITS INTENSITY BE 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.	
Identify strong TR & EM	3. TRIGGERS TO ACT TR 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 CH ONLINE Customer uses web application to analyse various parameters of water.	Extract online & offline CH of BE
	4. EMOTIONS EM <small>BEFORE / AFTER</small> The output is predicted accurately regarding the contamination of water, so as to avoid consumption of contaminated water by the people		OFFLINE The customer receive message in mobile phone if there is any change(Contamination) in water.	

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**



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



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