Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

Officer, Water Quality wing, TWAD

6. CUSTOMER CONSTRAINTS `CC`

Constraints like cost of labor and instrument setup, disturbances prevailing in the surrounding of the water bodies while undergoing inspections, time taken to evaluate the results from samples taken from the water body, etc.,

5. AVAILABLE SOLUTIONS `AS`

At present, there are on field inspections to rivers to check the water quality parameters when they face the issue of poor quality of potable water. Though, it requires a lot of men power and daily inspection of quality is quite impossible, it has an advantage of live monitoring of the surrounding.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

To collect the real time data from the river to check the water quality through sensors and retaining those data for future use or whenever required

9. PROBLEM ROOT CAUSE `RC`

The real reason that the problem existence is that there is a need to monitor the water parameters periodically because of increase in the pollutants where manual monitoring takes more time to analyse the results and provide solution. The main idea to have this solution is that the parameters must be checked from time to time and the real time data must be analysed instantaneously to provide a better solution to undertake necessary steps ensuring potable water supply

7. BEHAVIOUR `BE`

The customers address the problem to any organization by passing quotations to provide solution to these problems in the form of projects or any internships programs where any volunteers can contribute in providing positive results thus achieving the scope or need of the customer.

Focus on J&P, tap into BE, understand RC

3. TRIGGERS   TR

The increasing pollution in the recent environment triggers the customers to monitor the water quality periodically to ensure a safe and potable water

4. EMOTIONS: BEFORE / AFTER   EM

Initially, the customers felt insecure about the potable water quality that is being provided to the people but now it helps the customers to create awareness among people to become conscious against using contaminated water as well as to stop polluting the water.

10. YOUR SOLUTION   SL

Initially by setting up the sensors at remote places, the real time data can be processed and the collected data can be stored and accessed via cloud services according to the customer needs, whenever required. By fixing a standard threshold value in prior and performing comparative analysis with the collected data can provide results on the water quality based on the parametric values, which further helps in studying the upcoming situations. It also helps in creating awareness among the people about the prevailing situation. instead of physical storage, cloud based storage can be implemented by achieving proper networking to ensure the timely delivery of data and storage for future use

8. CHANNELS OF BEHAVIOUR   CH

8.1   ONLINE

Customers can create online internships to college students or as projects to any IT service sector.

8.2   OFFLINE

Customers take offline actions by passing circulars to organizations thus seeking their approach to provide a solution to their problems.