

Define CS, fit into CC

## 1. CUSTOMER SEGMENT(S)

Who is your customer?  
i.e. working parents of 0-5 y.o. kids

Peoples and formers are the customers for the real time water quality monitoring and control system

CS

## 6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

Spending power,budget,no case,network connection, available devices

CC

## 5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

Mobile and computer are the alternative solution for the available solution

AS

Explore AS, differentiate

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

## 2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

This project can solve both agriculture and human needs

J&P

## 9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists?  
What is the back story behind the need to do this job?  
i.e. customers have to do it because of the change in regulations.

Customer have do it because of the changes in regulations

RC

## 7. BEHAVIOUR

What does your customer do to address the problem and get the job done?  
i.e. directly related: find the right solar panel installer, calculate usage and benefits;  
indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

1.Find the right sensor to calculate the temperature and quality of water  
2.Customer send free time on volunteering work

BE

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

Identify strong TR & EM

## 3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Some time sensor work may fail reading about a more efficient solution in the news

TR

## 4. EMOTIONS: BEFORE / AFTER

How do customers feel when they face a problem or a job and afterwards?  
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Last,health>being hale and healthy by drinking pure water

EM

## 10. YOUR SOLUTION

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.  
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

Some times the sensor may be corrupted and the solution is to replace the sensor by new sensor is the solution for the project and come up with a solution fits and match a customer behaviour

SL

## 8. CHANNELS of BEHAVIOUR

8.1 ONLINE  
What kind of actions do customers take online? Extract online channels from #7

Extract online channel and used them for customer development

8.2 OFFLINE  
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Extract offline channel used it in a regular manner

CH

Extract online & offline CH of BE