**PROJECT DESIGN PHASE 1**

**PROBLEM SOLUTION FIT**

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| **Date** | **October 2022** |
| **Team Id** | **PNT2022TMID19330** |
| **Project name** | Real-Time River Water Quality Monitoring Monitoring and Control System |
| **Maximum marks** | **2 marks** |

**Problem solution fit template:**

The Problem solution model Relationship Fits simply means that the issue you identified with your consumer is resolved

by the solution you came up with.It aids business owners, recruiters, and company innovators in spotting trends in

behaviour and figuring out what performs and why.

**Purpose:**

* Find sophisticated solutions that are suitable for your clients' present situation.
* Utilize current platforms and channels of behaviour to hasten results and boost solution uptake.
* With the appropriate messaging and triggers, you may improve your communication and marketing tactics
* By identifying the ideal problem-behavior match, increasing customer touch points, and establishing trust by

resolving persistent annoyances, pressing issues, or expensive difficulties.

* In order to make things better for your target group, you must understand the current condition.

**Project Design Phase-I** - **Solution Fit Template Team ID:** PNT2022TMID19330



1.CUSTOMER SEGMENT(S)

5.CUSTOMER CONSTRAINT . **8.AVAILABLE SOLUTIONS**

Customer is the “people of the society”.

Qualifying water by themselves may make people Household water is qualified and used by aqua

Filter

feel embarrassed

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|  | 2.JOBS-TO-BE-DONE/PROBLEM  Notifying the overflow of water container so that the container can be emptied on a regular basis.  Make the river water qualified and controlled.  . | **6.PROBLEM ROOT CAUSE**  There is no proper monitoring of the water quality.  people's sluggishness | **9.BEHAVIOR**  People would complain to the government about the problems. |  |



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|  | **3. TRIGGERS**  **ľR**  People will be aware of the act and prompted to contain water only in the container of water if water is collected and qualified properly at the appropriate time. | **7. YOUR SOLUTION**  **SL**  To avoid water overflow, proper quality monitoring using sensors is required.    Water collectors collect water on a regular basis. | **10.CHANNELS AND BEHAVIORS CH**  Online:  Keep the river water clean by advertising or spreading news on social media.  Offline:  People who genuinely care about water qualification run campaigns as volunteers. |  |

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|  | **4. EMOTIONS BEFORE/AFTER EM**  BEFORE: Frustration, helplessness, and fear of health problems.  AFTER: Satisfaction, state of calm. |  |  |  |