Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS

Who is your customer?
Human beings living in the all over world.

6. CUSTOMER CONSTRAINTS   CC

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

5. AVAILABLE SOLUTIONS   AS

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? Water monitoring is an alternative to water purifying.

Explore AS, differentiat

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.

9. PROBLEM ROOT CAUSE   RC

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
Due to improper maintenance of industrial waste and chemical disposes that are allowed to flow in river.

7. BEHAVIOUR   BE

What does your customer do to address the problem and get the job done?

Fnd the right sensor installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

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

3. TRIGGERS   TR

What triggers customers to act?

Creating awareness among people and realizing the importance and need for water.

10. YOUR SOLUTION   SL

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.
The usage of a real water quality monitoring system enables the detection of impurities and harmful chemicals in water and makes humans to get awareness.

8. CHANNELS of BEHAVIOUR   CH

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

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

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job afterward?

Before: polluting the water resource not knowing the consequences.

After: Creating awareness of and importance of water resources throughout the world.