

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids	6. CUSTOMER CONSTRAINTS CC 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.	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? i.e. pen and paper is an alternative to digital notetaking	Explore AS, differentiate
	<ul style="list-style-type: none"> Organization industry and people can be used in the project The industry ensures that safe portable water is supplied 	<ul style="list-style-type: none"> Understanding the effects of changed reliability of water supply Evaluating long term cost of habitat conservation measure an past and with the value of long term investment 	<ul style="list-style-type: none"> Waste water treatment Plastic waste reduction Water conservation Strom water management Removing solution from waste water through physical , chemical process 	
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P 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? i.e. customers have to do it because of the change in regulations.	7. BEHAVIOUR BE 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)	Focus on J&P, tap into BE, understand RC
	<ul style="list-style-type: none"> The water quality was everyone needs clean, abundant water to service People are needed to ensure water protection and management The growing demands there will be competition for water, between large scale user like tarmers and power plants 	<ul style="list-style-type: none"> Sewage or waste water <ul style="list-style-type: none"> Oil pollution The waste from households factories or agricultural land gets discharged into river <ul style="list-style-type: none"> Acid rouby Participation ecosystem 	<ul style="list-style-type: none"> The total of seven sampling station has been identified along the river The results showed that water quality status from the up streams the down streams has slightly polluted 	
Identify strong TR & EM	3. TRIGGERS TR What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.	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. 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.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM 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.	<ul style="list-style-type: none"> Pick up litter and throw it away in a garbage can wash your car flow to grassy area instead Blow or sweep fertilizer bask onto the grass it gets onto power area 	<ul style="list-style-type: none"> The water quality systems seek to ensures high data precision data 	
	The significance of indian customers water is that is customs office has power		8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.	
	Major elements and nutients highly variable by nature due to environmental contitions		The industry and forming activities are the loading cause	