

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) People	6. CUSTOMER CONSTRAINTS What constraints prevent your customer from taking action or limit their choices of solutions? Ongoing repair and maintenance, uncertainty about future, data quality, device reliability, training users on the equipments.	5. AVAILABLE SOLUTIONS Which solutions are available to the customers when they face the problem or need to get the job done? Waste water treatment, green agriculture, storm water management, plastic waste reduction and water conservation.	Explore AS, differentiate
	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 Due to fast growing urbanisation, supply of safe drinking water is a challenge for every city. So an automatic real time monitoring system is required to monitor the health of water.	9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? When harmful micro organisms and chemical substances contaminate bodies of water, they cause the water quality to decrease and potentially make it toxic. Industrial waste, marine dumping, global warming, radioactive waste are also some root cause.	7. BEHAVIOUR What does your customer do to address the problem and get job done? People should inform the respected authorities, they can also take some efficient measures such as using less plastic, reusing items, recyclable options etc..	
Focus on J&P, tap into BE, understand RC	3. TRIGGERS What triggers customer to act? Water pollution severely damage the human health and affect the ecological balance among the other species.	10. YOUR SOLUTION The IOT has the ability to lessen this worrying picture. Smart water monitoring and management systems based on the combination of sensors, big data and AI technologies.	8. CHANNELS of BEHAVIOUR 8.1 Online With the help of social medias we can create awareness through facebook, twitter, instagram etc... 8.2 Offline By conducting awareness program in rural areas and conducting rally in urban areas, we can spread the importance of water and prevent the water pollution.	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER How do customers feel when they face a problem or a job and afterwards? After: Recreational, cost efficient, fearing about impacts. Before: Insufficient water, fear about health, badly affected.			