

Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Demographic, psychographic, behavioral and geographic segmentation are considered the four main types of segmentation	6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL WHO has prescribed a provisional guideline value of As 10 g/l in drinking water and according to India standard drinking water specification 1991, the highest desirable limit is 50 g/l and no relaxation for maximum permissible level.	5. AVAILABLE SOLUTIONS <small>PROS & CONS</small> AS Cut down on chemicals and use organic fertilizers and pesticides. Plant more trees and plants. Do a beach clean-up if you live by remove plastic from rivers the issue of water pollution should always be in the back of your mind during daily activities.	Explore AS, differentiate
	2. PROBLEMS / PAINS <small>+ ITS FREQUENCY</small> PR When waters run dry, people can't get enough to drink, wash, or feed crops, and economic decline may occur	9. PROBLEM ROOT / CAUSE RC The main water pollutants include bacteria, viruses, parasites, fertilisers, pesticides, pharmaceutical products, nitrates, phosphates, plastics, faecal waste and even radioactive substances. These substances do not always change the colour of the water, meaning that they are often invisible pollutants.	7. BEHAVIOR <small>+ ITS INTENSITY</small> BE Industries and farming activities are the leading cause. Solvents and metals used in industries can pollute rivers and lakes. Weed, insects, and fungi control in farms using pesticides is the other cause of soil contamination. Chemical contamination also results from petroleum	
Identify strong TR & EM	3. TRIGGERS TO ACT TR Every time it rains, fertilizers, pesticides, and animal waste from farms and livestock operations wash nutrients and pathogens—such bacteria and viruses—into our waterways.	10. YOUR SOLUTION SL Likely the most effective way to reduce water pollution is by treating some of the water before it's reintroduced into the waterways. This is a highly effective solution because wastewater treatment facilities are able to remove nearly all pollutants in wastewater via a chemical, physical, or biological process.	8. CHANNELS of BEHAVIOR CH ONLINE Establish Design Goals Establish Performance Objectives OFFLINE improve impact on citizens' water-saving behaviors. Assessment of drinking water quality using indicator bacteria and bacteriophages	Extract online & offline CH of BE
	4. EMOTIONS <small>BEFORE / AFTER</small> EM The water picks up the vibrations caused by the emotion and changes its molecular structure, so that when frozen, it forms ice crystals which reflect the original emotion			



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