

Project Design Phase-I - Solution Fit Template

Project Title : Real - Time River Water Quality Monitoring and Control System

Team ID : PNT2022TMID46761

Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small> Farmers and Localities in Delta region of Tamilnadu.	6. CUSTOMER CONSTRAINTS CC <small>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.</small> Finding fault in the system and handling sensors	5. AVAILABLE SOLUTIONS AS <small>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</small> Customers are trained to handle the system and sensors. Suitable training will be provided to handle the system and sensors before deploying the nodes.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small> Periodically river water quality of the river water interms of pH and temperature is monitored and updated using a dedicated mobile app.	9. PROBLEM ROOT CAUSE RC <small>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.</small> In Delta region, river water is the main source for cultivation and domestic uses. But the water get polluted by fertilizers, pesticides and other factors. So, the water is not fit for use	7. BEHAVIOUR BE <small>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)</small> Directly, farmers and localities are grouped as a team and get trained by the expert with the technology deployed at the best points of river bodies. Indirectly, helplines will be provided, and at the worst case, availability of the expert / technical persons are made in order to support the farmers and localities	
Focus on J&P, tap into BE, understand RC				Focus on BE, tap into RC, understand J&P

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. People using this system will feel free from water borne disease so it will make others to use it	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. River water quality is checked periodically using sensors. If the quality is not good to drink or use for other purposes system will alert the Localities	8. CHANNELS of BEHAVIOUR CH 1. ONLINE In online mode customer can contact us via email 2. OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. In offline mode customer can contact us via helpline number
	4. EMOTIONS: BEFORE / AFTER EM Before people feel unhealthy and not able to produce crops in profitable manner. After installing this system they will feel good and produce quality crops		

