Problem Solution Fit

Date	18 OCTOBER 2022
Team ID	PNT2022PMID31051
Project Name	Project - IOT Based Real-time River Water Quality Monitoring and Control System
Maximum Marks	2 Marks

1. CUSTOMER SEGMENT(S)



6. CUSTOMER LIMITATIONS





5. AVAILABLE SOLUTIONS PLUSES & MINUSES



Local Authorities and Common people

Costly, do not know if accurate, not available for all localities.

Accurate measuring of water quality using various sensors, make it available in all remote places

PROBLEMS / PAINS + ITS FREQUENCY



9. PROBLEM ROOT / CAUSE



7. BEHAVIOR + ITS INTENSITY



Consuming contaminated water leads to various problems for all living organisms.

The water may be contaminated by means of nutrient pollution (Industry), Eutrophication, Algal blooms and so on. If there is even a small change in water's parameter, then there is said to be some sort of contamination in water, so the sensors should be capable to analyse that small change and should predict it accurately.

3. TRIGGERS TO ACT



10. YOUR SOLUTION



8. CHANNELS of BEHAVIOR



Here the motive is to predict the contamination of river water and create awareness among people for the same.

EM

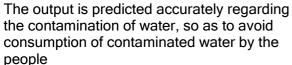
The water should be monitored by using sensors and gather its temperature, Ph value, Turbidity value should be measured so that the user(Who consumes the water) be aware of the water he/she consumes and prevents consuming when the water is contaminated.

Customer uses web application to analyse various parameters of water.

OFFLINE

The customer receive message in mobile phone if there is any change (Contamination) in water.

4. EMOTIONS BEFORE / AFTER



0. Visior

WHO IS YOUR CUSTOMER?	EXPLORE LIMITATIONS TO BUY / USE YOUR PRODUCT OR SERVICE	HOW ARE YOU GOING TO BE DIFFERENT THAN COMPETITION?
FOCUS ON FREQUENT, COSTLY OR URGENT PROBLEM TO SOLVE	UNDERSTAND THE CAUSE OF THE PROBLEM	TAP INTO, RESEMBLE OR SUPPORT EXISTING BEHAVIOR
DESIGN TRIGGERS THAT FIT REAL LIFE, SPARK ASSOCIATIONS, MAKE IT FAMILIAR	YOUR "DOWN TO EARTH" SOLUTION GUESS	BE WHERE YOUR CUSTOMERS ARE
ADD EMOTIONS FOR STRONGER MESSAGE		