**Define CS, fit into CC**

**Explore AS, different**

**1. CUSTOMER SEGMENT(S)**  CS
- Who need chemical free water
- Who need clean, odourless water

**6. CUSTOMER CONSTRAINTS**  CC
- Whether the solution is in budget or not.
- Whether it give the expected result.

**5. AVAILABLE SOLUTIONS**  AS
- Have lab to test the quality of water.
- **Pros**-Give the correct result
- **Cons**-Takes more time to get the result

**Focus on J&P, tap into BE, understand RC**

**2. JOBS-TO-BE-DONE / PROBLEMS**  J&P
- Recommend water tester
- Recommend to dig well
- Recommend water purifier

**9. PROBLEM ROOT CAUSE**  RC
- Without checking the quality of water health issues may arise.
- Lab analysis may take long time to give the result

**7. BEHAVIOUR**  BE
- Finding right tester and testing the quality of water
- Digging deeply to know more

**Focus on J&P, tap into BE, understand RC**

**3. TRIGGERS**  TR
- Seeing their children not well.
- Reading news about water quality.

**10. YOUR SOLUTION**  SL
- Having lab test to check the safe of water takes so much time even days.
- Using the machine learning model, can know the result suddenly.

**8. CHANNELS of BEHAVIOUR**  CH
**8.1 ONLINE**
- Browse on internet.

**8.2 OFFLINE**
- Communicate with local print publications

**4. EMOTIONS: BEFORE / AFTER**  EM

- Feel nervous not knowing the answer to a problem and after getting answer to the problem feel excited.
- Feel confused of selecting tools to meet the problem and after getting the correct tool feel satisfied.