

<p>1. CUSTOMER SEGMENT(S)</p> <p>Who is your customer ? CS</p> <div> <p>People living in rural areas near to the river who uses river water</p> </div>	<p>6. CUSTOMER CONSTRAINTS</p> <p>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. CC</p> <div> <p>Water quality monitoring system is used for identify the water pollution on specific area people may find it hard to recover if any fault occurs this system prevent people from water pollution</p> </div>	<p>5. AVAILABLE SOLUTIONS</p> <p>Which solutions are available to the customers when they face the problem AS</p> <p>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</p> <div> <p>Individual notification to each people could be send its is not possible this system will still notify the corruption and they can further notify the people to aware</p> </div>
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<p>3. TRIGGERS TR</p> <p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p> <div> <p>if certain area people start using this quality monitoring system and so they are staying healthy without any disease and harmful algal blooms thus will trigger the other affected area people to use this same system</p> </div>	<p>10. YOUR SOLUTION SL</p> <p>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 behavior.</p> <div> <p>Altering the authorities if the water quality is not good so that they can go and announce to the localities not to drink that water opr live any living things</p> </div>	<p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</p> <div> <p>if it is in online mode they can use mobile or any other sources to send the message or contact authorities via helpline number</p> </div>
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4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

The customer feels hard to recover their problem but now we will guide them with a user guide and they will find solution to their problem

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

if it is in offline mode the customer can directly reach the corporation office and report the problem

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

The river water quality monitoring system that checks periodically the dust particles temperature and Ph level and gave notifies for the public when the quality varies

9. PROBLEM ROOT CAUSE

RC

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.

We know that the sensors are expensive and the system needs more than one sensors to work these sensors are used periodically to check the quality of the water

7. BEHAVIOUR

BE

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)

The customer could use the user guide provided to overcome the problem or else they can report and contact the corporation they will take the action

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

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