Problem Solution Fit

Date	28 September 2022
Team ID	PNT2022TMID31710
Project Name	Project - IOT Based Real-time River Water Quality Monitoring and Control System
Maximum Marks	2 Marks

Problem-Solution Fit canvas

1. CUSTOMER SEGMENT(S) `CS`

Local Authorities and Common people

Define CS, fit into CL

6. CUSTOMER LIMITATIONS `CL`
EG. BUDGET, DEVICES

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

5. AVAILABLE SOLUTIONS `AS`
PLUSES & MINUSES

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

Explore AS, differentiate

2. PROBLEMS / PAINS `PR`
+ ITS FREQUENCY

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

Focus on PR, tap into BE, understand RC

9. PROBLEM ROOT / CAUSE `RC`

The water may be contaminated by means of nutrient pollution (Industry), Eutrophication, Algal blooms and so on.

7. BEHAVIOR `BE`
+ ITS INTENSITY

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.

Focus on PR, tap into BE, understand RC

3. TRIGGERS TO ACT `TR`

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

Identify strong TR & EM

4. EMOTIONS `EM`
BEFORE / AFTER

The output is predicted accurately regarding the contamination of water, so as to avoid consumption of contaminated water by the people

10. YOUR SOLUTION `SL`

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.

8. CHANNELS of BEHAVIOR `CH`

ONLINE

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.

Extract online & offline CH of BE

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**

**ADD EMOTIONS
FOR STRONGER
MESSAGE**

**YOUR
"DOWN TO EARTH"
SOLUTION GUESS**

**BE WHERE YOUR
CUSTOMERS ARE**

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