

1 CUSTOMER SEGMENTS

- Loyal customer
- People who want to avoid water borne diseases

6 CUSTOMER LIMITATIONS

- Difficult to reach the people

5 AVAILABLE SOLUTIONS

- Smart operation reminders and self diagnosis
- Alarm function

2 PROBLEMS/PAINS

- Leakage of water
- The faucet on the water purifier is making strange noise

9 PROBLEM ROOT/CAUSE

- Limit production disrupt supply chain lead to conflict with other water users and harm corporate reputation

7 BEHAVIOUR

- Habitual buying behaviour
- Variety seeking behaviour
- Complex buying behavior

3 TRIGGER TO ACT

- To increase the purifier sales

10 YOUR SOLUTION

- Photocatalytic water purification technology
- Water treatment and hygiene

8 CHANNELS OF BEHAVIOR

- Advertising through social medias

4 EMOTIONS

- Cost for product services
- Changes in water taste