 Purpose / Vision

**Explore AS, differentiate**

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

**Deﬁne CS, ﬁt into CC**

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

**AS**

**5. AVAILABLE SOLUTIONS**

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

i.e. working parents of 0-5 y.o. kids

* The sensors are very expensive. Moreover their maintenance cost is also very high. This leads to higher cost on the regulatory body.
* Mounted Sensors may get damage during natural disasters and often by aquatic animals.
* Manual Method of water quality monitoring.
* Nodal network method of water quality monitoring

Authorities responsible for the river water supply.

**BE**

**7. BEHAVIOUR**

**RC**

**9. PROBLEM ROOT CAUSE**

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

* To detect the dust particles, pH monitoring, temperature monitoring.
* It reduces the manpower and user friendly.
* Easier tracking and reporting continuously.
* To Monitor the temperature and pH level in the river water
* To Find the dust particles in the water
* To Control the temperature and pH level in river water
* Eutrophication due to algae present in the water
* Water pollution cause the water borne disease to the localities

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| --- | --- | --- | --- | --- |
| **Identify strong TR & EM** | **3. TRIGGERS TR**  The collected data is analyzed and the pollution of water can be investigated by a stringent mechanism. | **10. YOUR SOLUTION SL**  .   * The application monitors the parameters and control them and give the alter message to the authorities. * It is user friendly and reduce the human intervention. | 1. **CHANNELS of BEHAVIOUR CH**   Online    It stores the continuously for future use and gives the real time values  Offline    It consists of sensor to monitor the temperature and pH level in the water | **Extract online & ofﬂine CH of BE** |
| **4. EMOTIONS: BEFORE / AFTER EM**   * Before: time taken process , manpower utilization * After : less time taken , reduce manpower |

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