

Problem solution fit

1.Customer Segment <ul style="list-style-type: none">• Urban peoples• Industries	6.Customer Limitations <ul style="list-style-type: none">• Aging Infrastructure• Kidney failure patients	5.Available Solution <ul style="list-style-type: none">• Reverse osmosis• Cut down on chemicals.
2.Problems/Pains <ul style="list-style-type: none">• Quality of waters, Poor Sanitation.• Water borne diseases	9.Root/Cause of a problem <ul style="list-style-type: none">• Water pollution• Changing weather patterns	7.Behaviour <ul style="list-style-type: none">• Before -Dehydrated and tried• After – Hydrated and feel energetic and relaxed.
3.Triggers <ul style="list-style-type: none">• Every living being needs	10. Your Solution <ul style="list-style-type: none">• High Water quality index• pH level	8.Challenges in Behaviour <ul style="list-style-type: none">• Online – Observing the water colour.• Offline – Taste of the water(Salty/unsalty)
4.Emotions <ul style="list-style-type: none">• Energetic• Relaxation		