Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

- Government officials
- People who live near river
- Drinking water supplier
- Famers

6. CUSTOMER CONSTRAINTS — CC

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.

- Limited network connection
- Available devices
- Development cost
- Proper working of sensors

5. AVAILABLE SOLUTIONS — AS

Which solutions are available to the customers when they face the problem
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

Manual and conventional methods is not accurate and requires man power. But our proposed solution will give precise and accurate result as it is an automatic process and notification alert will also be sent

Explore AS, differentiate

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

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.

- Check the quality of water
- Monitor the pH level of water
- Monitor the temperature of water
- Alert if quality is not good

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.

Growth of excessive algae in river water leads to eutrophication, chemical effluents may pollute the water, etc. So, the quality of the river water has to monitored and controlled

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)

Directly related: Find better network availability, calculate the quality of river water

Indirectly related: Create awareness among other people

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

3. TRIGGERS   TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Instead of testing the water in laboratories, people can use this river water quality monitoring system and it is also user friendly. If a certain group of people starts to use this system for utilising the clean water, then eventually many people will start using this and be benefitted

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.

Before: Analysing the quality of river water was a cumbersome task and the consumers cannot use the water without knowing its quality.
After: The process of analysis is made much simpler and easier and the water can be safely utilized for any purpose

10. YOUR SOLUTION   SL

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.

Our system can monitor and control the quality of river water using sensors like pH, temperature and turbidity. It will also alert the authorities if the water quality is not good so that they can go and announce the localities not to drink that water

8. CHANNELS of BEHAVIOUR   CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

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

Online:
- Customers can provide reviews and rating for the system
- Creating awareness in social media platforms

Offline:
- Creating awareness in public places, conducting campaigns
- Public and provide funds to develop the system to next step