### **Key Partnerships**

- [] IoT sensor manufacturers for hardware integration.
- [] Telecommunication companies for SMS services.
- [] Government agencies supporting water conservation initiatives.
- [] Insurance companies promoting risk mitigation solutions.
- [] Technology partners for machine learning and data analytics.

### **Key Activities**

- [] Develop and maintain the mobile SMS application and associated backend.
- [] Ensure integration compatibility with IoT water sensors.
- [] Establish partnerships with IoT device manufacturers and utilities.

#### Value Propositions

- $\[ \]$  Real-time SMS alerts for water leakage detection
- 🛮 Location-specific details of leakage issues
- [] Reduced water waste and operational costs
- [] Increased response time to address leakage
- $\[$  Easy integration with existing smart water systems
- [] Integration with IoT-enabled smart water systems.

#### **Customer Relationships**

- Dedicated support for large clients (utilities, industrial facilities).
- $\hfill \square$  Automated SMS and email notifications for efficient issue handling.
- [] Customer self-service via the app for historical data and analytics.

### **Customer Segments**

- [Municipal water authorities
- Private building management companies
- [Smart city project managers
- [Industrial facility operators

## **Key Resources**

- [] Software development team for SMS and mobile app development.
- [] Reliable SMS gateway and cloud-based infrastructure for notifications.
- [] IoT integration team for smart water infrastructure.
- Partnerships with hardware manufacturers (IoT sensors).

#### Channels

- Mobile SMS notifications for direct alerts.
- [] Online platform or mobile app for detailed reports and history.
- [] Partnering with IoT water sensor manufacturers for bundling services.

#### **Cost Structure**

- Development and maintenance of the SMS and app platform.
- SMS gateway service costs based on usage.
- I loT hardware integration and testing costs.
- Marketing and customer acquisition expenses.
- [] Operational costs for customer support and data storage.

#### **Revenue Streams**

- Subscription-based pricing: Tiered pricing for different customer categories (e.g., residential, commercial, industrial).
- One-time setup fees for integrating existing systems.
- Partnerships and revenue sharing with IoT device manufacturers.
- Custom solutions for large-scale utilities or enterprises.



IOT Enabled
App for
Detecting
Gas/Oil Leak.



Alert!
Gas Leak Detected.
Click for details.

## **Gas Leak Detected!**



Leak Time: 3:00 PM

Date: 13-11-2024

Location: SPSU, Udaipur.

# USER JOURNEY MAP



# **GOALS**

•Lack of real-time data, reactive problem-solving, and team coordination

issues.

**CHALLENGES** 

Minimize water loss, quickly resolve leakages, and improve maintenance efficiency.

#### **RESPONSE & AWARENESS ONBOARDING ISSUE DETECTION RESOLUTION** 1. Discovers the app **3.** Registers using contact 7. Assigns the task to a **5**. Receives an SMS alert through government details and sets up the technician via the app. with details about the leak initiatives, social media, (time, location, severity). **8**. Monitors the resolution app. **ACTIONS** or professional networks. 4. Syncs the app with **6**. Opens the app to view process with updates 2. Reviews app features smart water sensors in a map and related issue from the field team. on the website or app the infrastructure. details. store. 1. Difficulty finding reliable **7**. Delays in technician 3. Frustration with **5.** Overload of non-critical solutions for real-time alerts causing distraction. complicated setup response or monitoring. miscommunication. 6. Lack of context to processes. **PAINS** 2. Uncertainty about the 8. Difficulty in tracking 4. Concerns about data prioritize effectively. app's value in their daily privacy and system multiple ongoing issues. operations. integration. Initial concern about the Hopeful for a smooth severity of the issue but experience but wary of relieved to have technical challenges. real-time information. Curiosity about new technology but cautious Stress over unresolved **FEELINGS** issues but satisfaction about implementation. with transparent progress tracking. 3. Provide a guided tutorial 1. Provide testimonials or **5.** Integrate severity levels 7. Add real-time task or in-app walkthrough for case studies showcasing in alerts (e.g., critical, assignment and live warning). updates from technicians. successful use setup. **OPPORTUNITIES** 4. Ensure seamless IoT 2. Offer a free trial period **6.** Use machine learning 8. Enable geolocation integration and emphasize tracking of team members to encourage to filter false positives and secure data handling. onboarding. for faster dispatch. provide contextual recommendations.