**Product-Market Fit Canvas**

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| **Characteristics & jobs to be done**  farmers,home-owners,Industrial Facilities(construction companies, food, and beverage industry,Textile Industry,Commercial Facilities(hospitals, hotels, restaurants ), Government(universities , sonede , ministries). | **< >** | **Alternatives (**What approaches is your customer currently using to get their jobs done? What tools are they currently using?**)**  using government water calculators( sonede counters)with no real-time monitoring (traditional way ).  There are no competitors in the Tunisian market. |
| **Problems & needs**  Lack of visibility into water consumption.  Environmental concerns.  High water bills(high costs).  Limited understanding of usage patterns. | **< >** | **Key features**  Real-time Monitoring, User-friendly Interface, Recommendations and Tips, Integration with all water resources, Customer Support, and Updates. |
| **Channel**  direct marketing channels(direct selling) .we can use online retailers or physical hardware stores .exhibitions and events related to smart devices and agriculture | **< >** | **Value for the channel**  increased revenue , expanding customer base … |
| **User experience**  notifications and real-time monitoring prevent high usage and high costs.  contributing to saving water by monitoring and reducing consumption.  high knowledge with our tips and insights. | **< >** | **Key metrics**  Real-time Monitoring, User-friendly Interface, Recommendations and Tips, Integration with all water resources, Customer Support, and Updates |