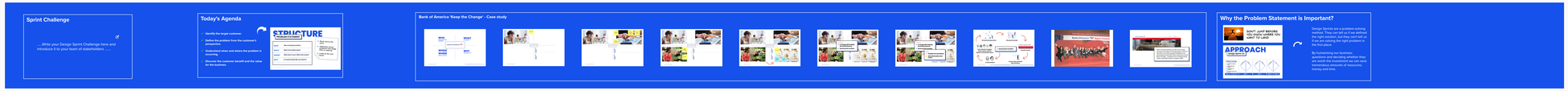
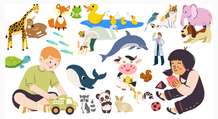
IOT USE CASE: PROBLEM STATEMENT

Objective:
Solve the issue of delayed water treatment using an efficient River Water Monitoring System

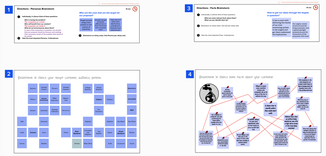




WHO

IS AFFECTED?

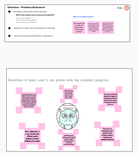
WHO is having the problem?
WHO will benefit from our solution?
What do we know/assume about them?



WHAT

IS IT ABOUT?

Is it easy to explain?
Is it an actualized problem?
Have we got any evidence?



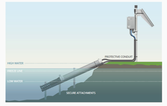
WHERE/WHEN

DOES IT OCCUR?

What is the context where the Persona is experiencing the problem?

Can we easily explain the context?

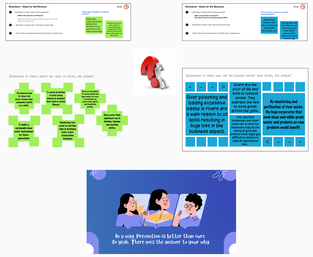
Have we got proof of the problem happening in a certain context or space?



WHY

CARE ABOUT IT?

What is the most important value for the user?
What pain points would a solution help get rid of?
Why is it worth our investment?
How does it meet our business goals? KPIs?



Problem Statement

WHO? THE ECOSYSTEM	For our product, the top voted persona includes the residents of the ecosystem
WHAT? A REAL PROBLEM	It is easy to explain to our persona but is a real problem
WHERE/ WHEN? THE RIVERSIDE	Every time there is an industry dump in the river or a mixture of toxins identified through sensors, the product comes into action
WHY? FREEDOM	*Customer value/benefit* With the monitoring system in action, our persona has the freedom to make the choice of consuming water for their day-to-day activities
ABSENCE OF FEAR	*Business value/benefit* When the river water is monitored continuously, the residents of the ecosystem can live without fear of contracting any water borne diseases due to their familiarity with the nature of the water they consume

Congrats! You are done!!!