

Define CS, fit into CC	<p>CUSTOMER SEGMENT(S) CS</p> <p>✓ Farmers.</p>	<p>6. CUSTOMER CONSTRAINTS CC</p> <p>✓ Budget ✓ No cash</p>	<p>5. AVAILABLE SOLUTIONS AS</p> <p>✓ With available weather forecasting sites like Accuweather, windy and the weather channel</p>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <p>✓ To predict the rainfall and the crops that could be grown on a particular region based on the rainfall that has been predicted.</p>	<p>9. PROBLEM ROOT CAUSE RC</p> <p>✓ The unpredictable rainfall and climatic changes are the root cause of the problem. ✓ The customer has to do this to prevent their crops and land and to prevent the loss that occurs due to the problem.</p>	<p>7. BEHAVIOUR BE</p> <p>✓ Directly related: find the right crop that could be grown on their region, predict the benefits. ✓ Indirectly associated: customers will have a relaxation and inner peace.</p>	Focus on J&P, tap into BE, understand RC

	<p>3. TRIGGERS TR</p> <p>✓ Seeing their neighbors using our application, planting/growing the crops and getting benefitted with the huge amount of profit.</p>	<p>10. YOUR SOLUTION SL</p> <p>✓ Will be predicting the rainfall with the region as input and will be suggesting the crop for it.</p>	<p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE ✓ They would search in for online weather prediction site 8.2 OFFLINE ✓ Try to predict the weather using traditional method, ask suggestion from their near ones.</p>	
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