Define CS, fit into CC

Explore AS, differentiate

1. CUSTOMER SEGMENT(S)   `CS`

Who is your customer?

All kind of farmers

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.

Availability of good networks.
Capturing the image in a required pixels to get a accurate prediction of disease in the plant.

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

Farmers should call the crop management people to have a view and know the remedies for the diseased crops

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

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.

Delayed test reports or vague reports on the diagnosis can be considered as a problem

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.

Various disease on the plants can lead to reducing the quality and quantity of the crops productivity. The insects on the plants can spread the disease .

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 :

Farmer can easily identify the disease by the application and they don't need any extra knowledge on the disease prediction

Indirectly :

Farmer can be able to get result through online immediately.

Identify strong TR & EM

Identify strong TR & EM

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.

The ability to diagnose a disease real quick and get a quick response to get high yield

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.

It makes the farmers to feel depressed and worried before and it makes him/her to feel happy after.

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 behaviour.

Using the fertilizer is one the solution for the disease in the plants. Our Application use the image of the infected plant by identifying the disease and suggest the good fertilizer for the disease

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 :

Basic knowledge on the plant and fertilizer

Offline :

People try to identify the disease by the quality of the leaf's.