1. CUSTOMER SEGMENT(S)

- ❑ Customers are the farmers in urban and rural areas.

6. CUSTOMER CONSTRAINTS

- ❑ Lack of awareness
- ❑ Financial situation
- ❑ Unaccustomed to modern farming practices.

5. AVAILABLE SOLUTIONS

- ❑ This project provides solution to farmers during the periods of heavy rainfall.
- ❑ Well planned drainage system
- ❑ Set upping a rain cover

2. JOBS-TO-BE-DONE / PROBLEMS

- ❑ Updates of the rainfall data
- ❑ Exploring the data
- ❑ Visualising the data.

The problems are,

- ❑ Wrong input
- ❑ Data latency
- ❑ Precision

9. PROBLEM ROOT CAUSE

- ❑ Improper water management.
- ❑ Poor resource management
- ❑ Unpredictable weather

7. BEHAVIOUR

- ❑ Seek Institutional aid
- ❑ Take on excessive debt
- ❑ Rely on uneducated guidance.

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

3. TRIGGERS

☐ The triggers of this project are, ☐

Repeated financial loss and

☐ **Poor yield**

4. EMOTIONS: BEFORE / AFTER

Before: Panic in case of excess rainfall onceis regarding results in damage of crops and financial hardships.

After: can easily know the amount of rainfall in advance

10. YOUR SOLUTION

☐ **Our historical rainfall data.**

☐ **Predict the rainfall pattern for a given period.**

☐ **Categorize the intensity of rain.**

☐ **Develop a webpage to provide necessary guidelines for farmers.**

8. CHANNELS of BEHAVIOR

The Channels that support behaviors are

☐ **Proper Visualization of data**
☐ **Choosing correct data**
☐ **Proper marketing and advertising**