**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 oncers 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