Define CS, fit into CC

1. CUSTOMER SEGMENTS CS

- Farmers
- Employees/Workers associated with Agricultural activities
- Departments of the government or news organization seeking agricultural rainfall forecasts

6. CUSTOMER CONSTRAINTS CC

- Absence of Location Specific Climate Forecasts.
- Unstable network connection
- To estimate the duration and volume of rainfall before and take decisions accordingly.
- Limited time to make use of digital devices to get the prediction information .

5. AVAILABLE SOLUTIONS AS

- Machine-learning algorithms such as MLP have been used by researchers to predict rainfall.
- Current state of the atmosphere, land, and ocean and using meteorology to project how the atmosphere will change at a given place.
- Announcements from the concerned authorities and notifications from connections on upcoming rainfalls affecting the agriculture

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS J&P

- Sudden change in weather and immediate rainfall or showers
- Get proper analysis from previous data
- Achieve correct and accurate predictions
- Damage to crops due to heavy rainfall

9. PROBLEM ROOT CAUSE RC

- Unpredictability of changes in ocean currents that are responsible for affecting global weather systems
- Drastic variability in climate change
- Biodiversity loss
- Irregular rainfall in various regions of India

7. BEHAVIOUR BE

- Take suggestions from concerned authorities, agricultural scientists and other influencers to make decisions.
- Take decisions as per previous experiences and self-analysis.

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

Identify Strong TR & EM

3. TRIGGERS TR

- Any environmental conditions that have the potential to influence consumer behavior.
- Current losses and debts.
- Yearly crop damage due to heavy rainfall.
- Evolving market competition and change in demand supply.

4. EMOTIONS: BEFORE / AFTER EM

- Before : Paying debts, incurring losses, low crop production.
- After : Increase in crop production, making effective decisions, experiencing growth and profits.

10. OUR SOLUTION SL

- Region based analysis of previous years rainfall data to get the seasonal patterns with respect to the production of different sorts of crops
- Building a low-cost or free ML-based application to predict the rainfall of places in India with a high concentration of agricultural activities while taking care of the trends and analysis done already.

8. CHANNELS of BEHAVIOUR CH

8.1 ONLINE

- Receive early notifications on their digital devices, especially mobiles or smartphones, through SMS or app alerts

8.2 OFFLINE

- Provides guidelines for long range or seasonal planning and selection of crops best suited to the anticipated climatic conditions .
- Community forums, meeting where farmers and other people can share ideas, discuss and decide on crop activities .

Identify Strong TR & EM