

1. CUSTOMER SEGMENT(S)

Who is your customer?
i.e. working parents of 0-5 y.o. kids

CS

1. Farmers
2. Farmer's Supporters

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.

1. No easy monitoring system
2. Availability of devices
3. Network Connectivity
4. Comfortability of usage of devices

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem

AS

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

1. Weather forecast
2. Use experience to determine the factors
3. Use other people guidance

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

J&P

Our goal is to help farmers by providing the field parameters remotely. We use sensors to acquire the parameters and store it in cloud. The data can be viewed using a App

9. PROBLEM ROOT CAUSE

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.

RC

Drastic climate and unpredictable weather changes make it difficult for farmers to engage in agriculture. Field are difficult to monitor all time, so times it may affect the production.

7. BEHAVIOUR

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

BE

Use some hybrid crops instead of native ones.
Spending most of the time in field itself by looking over the crops.
Rely on some information got from third party source

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.

Worry about their own profit
Feels hopeless when they are not able to
adopt to new technology

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.

Profit Insecurity
Lack of confidence in next investment
Less confident about their overall
production level

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.

Our solution will help farmers by providing
the field parameters remotely in an App. Are
used to acquire the parameters and data are
stored in cloud remotely. Thus, making it
available globally. The data can be used for
some predictions also by ML.

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:

Give required details like place, crop
details, login credentials for
authentication.

Offline:

Check sensor condition if possible.
Make available proper network and
required devices.