

| | | | | |
|---------------------------------------|---|--|--|---------------------------------------|
| Define CS, fit into CC | <div>1. CUSTOMER SEGMENT(S)</div> <div>Farmer is our customer</div> | <div>6. CUSTOMER CONSTRAINTS</div> <div>The main limitation to our customer is the lack of connectivity in rural areas and</div> | <div>5. AVAILABLE SOLUTIONS</div> <div>Right Now, Irrigation is managed remotely. We are trying to track Greenhouse Gases, Predicting crops requirement before.</div> | Explore AS, differentiate |
| Focus on J&P, tap into BE, understand | <div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div>It helps in monitoring crops remotely and to take control of motor and other sensor-based devices</div> | <div>9. PROBLEM ROOT CAUSE</div> <div>Agriculture prediction is hard because to predict we must consider lot of parameters and some parameters are not sensed by sensors</div> | <div>7. BEHAVIOUR</div> <div>Use of Proper drainage system to overcome the effects of excess water from heavy rain. Use of hybrid plants that are resistant to pests</div> | Focus on J&P, tap into BE, understand |

| | | | | |
|------------------------|--|---|---|------------------------|
| Identify Strong TR & E | <div>3. TRIGGERS</div> <div>TR</div> <p>Explaining the use and need of this product in the government agricultural training centers</p> | <div>10. YOUR SOLUTION</div> <div>SL</div> <p>Using cellular network for connectivity can solves the connectivity issues, Using Edgecomputing can unlocks computing problems, making it cost efficient can attracts more customers.</p> | <div>8. CHANNELS of BEHAVIOUR</div> <div>CH</div> <p>ONLINE Youtube as the online communication channel</p> <p>OFFLINE Newspaper Advertisement as offline communication medium.</p> | Identify Strong TR & E |
| | <div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <p>Affrighted about weather, Fear of diseases affecting plants and pesticides > Now they are in 24/7 monitoring remotely and they also g alarmed frequently.</p> <p>et</p> | | | |