

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b>  <div>Farmer</div> <div>CS</div>	<b>6. CUSTOMER CONSTRAINTS</b>  <ul style="list-style-type: none"> <li>• Less spending capability</li> <li>• Limited budget</li> <li>• Limited network connection</li> <li>• Less availability of devices/tools.</li> </ul> <div>CC</div>	<b>5. AVAILABLE SOLUTIONS</b>  <ul style="list-style-type: none"> <li>• Government subsidy for crops</li> <li>• Disaster relief funds</li> <li>• Advanced irrigation</li> </ul> <div>AS</div>	Explore AS, differenti
Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <p>Can't continuously monitor the parameters as manual labour is burdensome. Difficulty in choosing the most suitable crop variety due to lack of education. Can't remotely control irrigation pumps as per crop water requirements due to lack of exposure to modern technology. Poor yield due to lack of resources and climatic adversities.</p> <div>—</div>	<b>9. PROBLEM ROOT CAUSE</b>  <ul style="list-style-type: none"> <li>• Lack of exposure to modern technology</li> <li>• Lack of guidance/counselling.</li> <li>• Lack of awareness</li> <li>• Poor connectivity</li> <li>• Lack of affordability</li> </ul> <div>RC</div>	<b>7. BEHAVIOUR</b>  <ul style="list-style-type: none"> <li>• Request government for crop insurance coverage</li> <li>• Approach banks for agricultural loan</li> <li>• Approach bore well drilling agent to handle water requirements</li> <li>• Sell land to compensate debts.</li> <li>• Commit suicide due to large debts/losses</li> </ul> <div>BE</div>	Focus on J&P, tap into BE, understand RC

<div data-bbox="152 60 277 84" data-label="Section-Header"> <h3>3. TRIGGERS</h3> </div> <div data-bbox="719 54 757 86" data-label="Text"> <p>TR</p> </div> <div data-bbox="129 100 598 256" data-label="Text"> <p>When no steps are taken to address water insufficiency and most of the farmers are forced to rely only on rain water. No proper guidance on fertilizer usage.</p> </div> <div data-bbox="152 284 456 308" data-label="Section-Header"> <h3>4. EMOTIONS: BEFORE / AFTER</h3> </div> <div data-bbox="719 323 757 355" data-label="Text"> <p>EM</p> </div> <div data-bbox="199 368 378 504" data-label="List-Group"> <ul style="list-style-type: none"> <li>• Depressed</li> <li>• Helpless</li> <li>• Frustrated</li> <li>• Disregarded</li> </ul> </div>	<div data-bbox="828 60 1025 84" data-label="Section-Header"> <h3>10. YOUR SOLUTION</h3> </div> <div data-bbox="1391 54 1429 86" data-label="Text"> <p>SL</p> </div> <div data-bbox="826 140 1391 568" data-label="Text"> <p>Affordable IoT based smart system that allows the farmer to remotely monitor the farm conditions and help the farmer to regulate irrigation pump and fertilizer usage with the help of a mobile application. Also provide advise to the farmer regarding ideal crop variety that can be cultivated to maximize the yield/profit based on soil chemical and water levels, climatic conditions and market demand.</p> </div>	<div data-bbox="1500 60 1812 84" data-label="Section-Header"> <h3>8. CHANNELS OF BEHAVIOUR</h3> </div> <div data-bbox="1500 134 1581 150" data-label="Section-Header"> <h4>8.1 ONLINE</h4> </div> <div data-bbox="1568 161 2056 268" data-label="List-Group"> <ul style="list-style-type: none"> <li>• File grievances in government portals</li> <li>• Apply for loans</li> <li>• Look for technological assistance.</li> </ul> </div> <div data-bbox="1500 292 1588 308" data-label="Section-Header"> <h4>8.2 OFFLINE</h4> </div> <div data-bbox="1547 319 2051 469" data-label="List-Group"> <ul style="list-style-type: none"> <li>• Sell land and other assets to cover debt</li> <li>• Try to dig bore wells to handle water scarcity.</li> <li>• Request to waive taxes/interests.</li> </ul> </div>
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