

<p><b>Define CS, fit into CC</b></p> <p><b>1. CUSTOMER SEGMENT(S)</b> Who is your customer? i.e. working parents of 0-5 y.o. kids</p> <p><b>CS</b></p> <p><b>My customer is Farmer .</b></p>	<p><b>6. CUSTOMER CONSTRAINTS</b> 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.</p> <p><b>CC</b></p> <ul style="list-style-type: none"> <li>• <b>Crop Disease.</b></li> <li>• <b>Soil Erosion.</b></li> <li>• <b>Irrigation based on crop requirement.</b></li> <li>• <b>Protect crops from wild animals.</b></li> </ul>	<p><b>5. AVAILABLE SOLUTIONS</b> Which solutions are available to the customers when they face the problem</p> <p><b>AS</b></p> <p>or need to get the job done? What have they tried in the past? What pros &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</p> <ul style="list-style-type: none"> <li>• <b>Besides manual irrigation - plant required level water sensor can be used.</b></li> <li>• <b>Manual Identification of disease is an alternative to machine vision equipment to track the disease.</b></li> </ul> <p><b>Explore AS, differentiate</b></p>
<p><b>Focus on J&amp;P, tap into BE, understand RC</b></p> <p><b>2. JOBS-TO-BE-DONE / PROBLEMS</b> Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p> <p><b>J&amp;P</b></p> <ul style="list-style-type: none"> <li>• <b>Issues on water availability on each crops.</b></li> <li>• <b>Cattle get lost in grazing.</b></li> <li>• <b>Cultivating Crops near forest.</b></li> <li>• <b>Crops devastated by diseases and soil erosion.</b></li> </ul>	<p><b>9. PROBLEM ROOT CAUSE</b> 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.</p> <p><b>RC</b></p> <ul style="list-style-type: none"> <li>• <b>Farmers doesn't get their right share on the crops they sell.</b></li> <li>• <b>There is also sudden fall in crops and also diseased crop sale becomes farmer's invested money priceless.</b></li> </ul>	<p><b>7. BEHAVIOUR</b> 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 benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</p> <p><b>BE</b></p> <p><b>Directly Related:</b></p> <ul style="list-style-type: none"> <li>• <b>Find out machine vision equipment installer , calculate the usage and benefits.</b></li> </ul> <p><b>Indirectly Related:</b></p> <ul style="list-style-type: none"> <li>• <b>Associated customers spend free time on volunteering work ( Manual Disease Tracking).</b></li> </ul> <p><b>Focus on J&amp;P, tap into BE, understand RC</b></p>
<p><b>3. TRIGGERS</b> What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p> <p><b>TR</b></p> <ul style="list-style-type: none"> <li>• <b>By seeing other farmer installing GPS tracker for locating their sheeps.</b></li> <li>• <b>Reading a article on healthy crops and their method of cultivation.</b></li> <li>• <b>Awarness program by VAO on agriculture.</b></li> </ul>	<p><b>10. YOUR SOLUTION</b> 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.</p> <p><b>SL</b></p> <ul style="list-style-type: none"> <li>• <b>Crop Disease Tracking - Machine Vision based AI equipment.</b></li> <li>• <b>Lost of Cattle - GPS Tracker.</b></li> <li>• <b>Protecting Crops from Wild Animals - Sensors for detecting wild animals(Radars and etc...)</b></li> </ul>	<p><b>8.CHANNELS of BEHAVIOUR</b></p> <p><b>8.1 ONLINE</b> What kind of actions do customers take online? Extract online channels from #7</p> <p><b>8.2 OFFLINE</b> What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <p><b>Online:</b></p> <ul style="list-style-type: none"> <li>• <b>Machine Equipment tracking of crops disease.</b></li> <li>• <b>Sensor values with threshold valves need to be pointed.</b></li> </ul> <p><b>Offline:</b></p> <ul style="list-style-type: none"> <li>• <b>Manually track the cattle.</b></li> </ul> <p><b>CH</b></p>

4. EMOTIONS: BEFORE / AFTER



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.

**Before :**  
Suffer ----> due to devastating effects on crops --> Money spent on crops becomes priceless.

**After:**  
Confident enough to handle the situation --> Profit.