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| Define CS, fit into CL | 1. CUSTOMER SEGMENT(S) CS Farmers Horticulturist | 6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> - No proper internet connection in most villages. - Time consuming work to do manually. - Equipment required is expensive. | 5. AVAILABLE SOLUTIONS AS <small>PLUSES & MINUSES</small> - Initial setup is expensive. - Requires high maintenance. | Explore AS, differentiate |
| | 2. PROBLEMS / PAINS PR <small>+ ITS FREQUENCY</small> ~ Cannot predict weather approximately. ~ Crops fail to produce more yield. ~ Farmers often find themselves unable to compete with large scale farms because they cannot afford the latest technological advances. | 9. PROBLEM ROOT / CAUSE RC - One of the key factors influencing agricultural productivity in India is the unpredictable behavior of monsoons. - Due to the Global warming and other climatic conditions the farming could get affected. | 7. BEHAVIOR BE <small>+ ITS INTENSITY</small> - Farmers can only predict the weather approximately. - Farmers cannot predict the harvesting time exactly. | |
| Identify strong TR & EM | 3. TRIGGERS TO ACT TR - Gives quick updates on the temperature and humidity of the crops. - Less expensive and gives accurate results to the farmer. | 10. YOUR SOLUTION SL - Farmers can make the decision whether to water the crop or postpone it by monitoring the sensor parameters and controlling the motor pumps from the mobile application itself. - Farmers can monitor all the sensor parameters by using a web or mobile application even if the farmer is not near his field. | 8. CHANNELS of BEHAVIOR CH ONLINE It analyses the data from the crops and predict accurate results and alerts the farmers to make the work easy. OFFLINE Sensors present in the field monitor the temperature and humidity. | Extract online & offline CH of BE |
| | 4. EMOTIONS EM <small>BEFORE / AFTER</small> Before: No profit and does extra work. After: Has control over his crops and gains more time for other work. | | | |