

Define CS, fit into CC	<p>1. CUSTOMER SEGMENT(S)</p> <p>CS</p> <p>Farmers are the customer who wants to yield a crop in field.</p>	<p>6. CUSTOMER CONSTRAINTS</p> <p>C</p> <p>Less knowledge and development towards the current environmental changes and technologies, they follow ancient methods, which is also worthy but, the climatic changes and new kind pesticides.</p>	<p>5. AVAILABLE SOLUTIONS</p> <p>AS</p> <ul style="list-style-type: none">• Traditional ways of prediction.• Precision farming.	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<p>2. JOBS-TO-BE-DONE / PROBLEMS</p> <p>J&P</p> <ul style="list-style-type: none">• Help them understand the usage of prediction and software application for good results in agriculture.• Data report should to be created to reduce the loss of the crop and earn more profit in agriculture fields.	<p>9. PROBLEM ROOT CAUSE</p> <p>RC</p> <ul style="list-style-type: none">• Various disease on the plants can lead to reducing the quality of the crops productivity.• The insects on the plants can spread the disease.	<p>7. BEHAVIOUR</p> <p>BE</p> <ul style="list-style-type: none">• Try to get help from agricultural experts.• Try to take up non-natural means of cultivation for quicker harvest.	Focus on J&P, tap into BE, understand RC

Identify strong TR & EM	3. TRIGGERS <ul style="list-style-type: none"> □ Seeing their crops are being infected by disease and facing huge loss in quality. 	10. YOUR SOLUTION <div>SL</div> <ul style="list-style-type: none"> • The solution for the problem, creating data report using past datasets. • Creating IBM Cognos dashboard could make them better understand easily. 	8. CHANNELS of BEHAVIOUR <div>CH</div> <ul style="list-style-type: none"> • Trying to use pesticides and fertilizers that increase gain but cause harm. • Irrigation channel changes. 	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER <div>EM</div> <ul style="list-style-type: none"> • Before : Most of the famers in India have Stress, Loosing Self Confidence. • After : Gain of Self Confidence. 			