

**1. CUSTOMER SEGMENT(S)**

Who is your customer?  
i.e. working parents of 0-5 y.o. kids

CS

Farmers with large farm land.

**6. CUSTOMER CONSTRAINTS**

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.

- Initial instalment cost
- Trust

**5. AVAILABLE SOLUTIONS**

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper

Sprayers, Regular pesticides  
Health effects for both plants and farmers  
Manual irrigation  
Risky at rainy seasons

**2. JOBS-TO-BE-DONE / PROBLEMS**

Which jobs-to-be-done (or problems) do you address for your customers?

J&amp;P

Pest problems  
Nutrition of plants  
Irrigation of farm

**9. PROBLEM ROOT CAUSE**

What is the real reason that this problem exists? What is the back story behind the need

RC

There exists no specific root cause for the problem instead this would be the conventional procedure to address the issue faced naturally.

**7. BEHAVIOUR**

BE

Manual sprayer  
Common pesticide for all pests  
Workers for monitoring irrigation  
Constant drip irrigation

**Identify strong TR & EM****3. TRIGGERS**

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

TR

Neighbours act  
Efficiency  
Low risk

**10. YOUR SOLUTION**

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.

SL

**8. CHANNELS of BEHAVIOUR**

**8.1 ONLINE**  
What kind of actions do customers take online? Extract online channels from #7

**8.2 OFFLINE**  
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

CH

#### 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.

Pest problems -> confident enough in  
rectifying the problem

Risky -> confident to face

The solution would allow us to present a  
artificial pesticide sprayer depending on  
pests and help automatic irrigation system,  
and remote monitoring of informations  
regarding land.

The farmers would employ labours to monitor  
the process efficiently and done the work on  
time.