

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Who is your customer? i.e. working parents of 0-5 y.o. kids <div>CS</div> <ul style="list-style-type: none"> Farmers Plant hobbyists House gardeners Terrace gardening hobbyists 	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. <div>CC</div> <ul style="list-style-type: none"> Lack of Real-Time Monitoring system. Adaptability to Modern Agricultural Methods. Lack of awareness about farmland parameters. 	5. AVAILABLE SOLUTIONS Which solutions are available to the customers when they face the problem <div>AS</div> <p>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 is an alternative to digital notetaking</p> <ul style="list-style-type: none"> Computer Vision based monitoring but it provides only images no real time monitoring. Individual sensors available for monitoring but not integrated together as integration all parameters only can provide better accuracy. 	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. <div>J&P</div> <ul style="list-style-type: none"> Range of sensors per farmland. Power Performance Adaptability to modern approach. 	9. PROBLEM ROOT CAUSE 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. <div>RC</div> <ul style="list-style-type: none"> Adverse climatic conditions. Lack of knowledge and awareness about environmental factors. 	7. BEHAVIOUR 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) <div>BE</div> <ul style="list-style-type: none"> Surveys on different agricultural fields. Feedback about the existing solutions. 	
3. TRIGGERS What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. <div>TR</div> <ul style="list-style-type: none"> Technological advancements in other countries. Getting proper awareness about field parameters. Efficient Real-Time Monitoring. 	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. <div>SL</div> <ul style="list-style-type: none"> To provide clear awareness about the soil, crop, weather parameters and improving controllability of the farming process through remote mentoring using sensors and controlling using an application. A website manual for customer reference. 	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. ONLINE <ul style="list-style-type: none"> Surveys and polls about different agricultural fields. OFFLINE <ul style="list-style-type: none"> Testing and feedback about the products. 	Identify strong TR & EM	
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	<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div><div>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.</div><div>BEFORE</div><div><ul style="list-style-type: none">Additional care for monitoring.Worried over wilting and drying of crops and plants</div><div>AFTER</div><div><ul style="list-style-type: none">Feeling Relieved due to real- time monitoringPromotes everyone to practice small scale farming.</div></div>			
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