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|-------------------------|---|--|--|-----------------------------------|
| Define CS, fit into CC | 1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids Farmers Others who want to identify plant diseases | 6. CUSTOMER CONSTRAINTS CC 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. Limited fertilizers available Solution needs to be fast Suggested precautions might be very difficult Spending power | 5. AVAILABLE SOLUTIONS AS 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 is an alternative to digital notetaking Asking friends, other farmers - solutions are based on personal experience: can be incorrect also; Using generic pesticides/fertilizers Leaving the plants as such and hoping for the best | Explore AS, differentiate |
| | 2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. Identify plant disease Suggest fertilizers and alternatives Provide various precautions to prevent disease in the future | 9. PROBLEM ROOT CAUSE RC 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. Lack of documentation regarding traditional solutions Alternatives may not be present Solutions might be outdated | 7. BEHAVIOUR BE 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) Ask his/her friends for best approach Use his/her knowledge to apply suitable fertilizers Research on trending methods to cure plant diseases | |
| Identify strong TR & EM | 3. TRIGGERS TR What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. Seeing their plants die; viewing a more successful solution on the TV | 10. YOUR SOLUTION SL 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. Fertilizers Recommendation System For Disease Prediction An automated technique is created to recognise many plant diseases by examining the symptoms seen on the plant's leaves. In order to diagnose illnesses and provide preventative measures, deep learning algorithms are applied. | 8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 Look up popular treatments; learn about precautions for disease present 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. Ask friends/family for solutions/treatment; read newspaper, magazines regarding common diseases | Extract online & offline CH of BE |
| | 4. EMOTIONS: BEFORE / AFTER EM 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: Confused, nervous, anxious After: Happy, relaxed, calm | | | |