

Define CS, fit into CC

**1. CUSTOMER SEGMENT(S)****CS**

Who is your customer?

Our main clients are farmers who need help selecting the appropriate fertilizers.  
Our secondary customers are researchers who use our AI technology to make their jobs easier.  
People who cannot afford to hire a consultant to help them choose crops and fertilizers.

**6. CUSTOMER CONSTRAINTS****CC**

What constraints prevent your customers from taking action or limit their choices of solutions?

This is essentially a web application that works on almost all devices.  
All people can understand the simple graphical representation.  
The solution to their problem will be available in minutes.

**5. AVAILABLE SOLUTIONS****AS**

Which solutions are available to the customers when they face the or need to get the job done?

The use of AI will solve the existing problem by providing results at a low cost.  
Everyone can afford it, and the results are delivered instantly.  
It works on mobile, desktop, and other platforms (Almost all device support)

Explore AS, differentiate

Focus on J&amp;P, tap into BE, understand RC

**2. JOBS-TO-BE-DONE / PROBLEMS****J&P**

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

It gives them good fertiliser advice for their crops.  
It examines the disease that affects their plants.  
  
It displays a variety of crops that are appropriate for their soil and climate.

**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?

The traditional way are expensive.  
Farmers want to get results instantly .  
To improve Production in low cost and easy .  
Traditional way not contains a easily understandable graphical representation of results .

**7. BEHAVIOUR****BE**

What does your customer do to address the problem and get the job

They can save a lot of money by using our product instead of hiring an expert.  
It speeds up their process and saves time.  
With our product, their field growth is improved..  
It guarantees the causes in advance and offers solutions before the damage occurs.

Focus on J&amp;P, tap into BE, understand RC

Identify strong TR &amp; EM

**3. TRIGGERS****TR**

People will believe that we offer a variety of quality services at a reasonable price.

**4. EMOTIONS: BEFORE / AFTER****EM**

It decreases the farmers' unnecessary work burden, worry, money, time, and so on...

**10. YOUR SOLUTION****SL**

Building an AI,ML-based web application allows them to address their problems in seconds.  
Make their costly procedure more affordable.  
Reduce the time it takes to examine their situation and offer results in seconds.  
Everyone understands things better when they are represented graphically.

**8. CHANNELS of BEHAVIOUR****CH**

ONLINE

Their data was examined early on thanks to cloud rendering.

OFFLINE

It increases crop productivity and decreases losses.

Extract online &amp; offline CH of BE