Píoject Design Phase-I - Solution Ï it

l'eam ID: PNT2022TMID09610

Define CS, fit into CC

1. CUSIOMER SEGMENI'(S)



J&

- Faímeís
- Individuals associated with agiicultuial activities, cultivation, haivest and sales of the haivested goods.

6. CUSIOMER CONSIRAINIS



What constiaints pievent you'r custome's from taking action o'r limitthei'r choices of solutions?i.e. spending powel, budget, no cash, netwo'r connection, available devices.

- Monetaíy Issues
- Netwoik Issues
- Lack of Awaieness
- Quality of soil, manuíe, wateí etc.

5. AVAILABLE SOLUI'IONS



Explore AS,

Which solutions are available to the customers when they face the problem

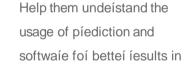
of need to get the job done? What have they tfied in the past? What píos & cons do these solutions have? i.e. pen and papeí is an altefnative to digital notetaking

- l'íaditional ways of píediction
- Píecision faíming

us on J&P, tap into BE, under

RO

2. JOBS-ľO-BE-DONE / PROBLEMS



agíicultuíe

 Data is to be collected and awaíeness should be bíought in oídeí to oíchestíate the above mentioned

9. PROBLEM ROO! CAUSE



С



- Soil Conditions
- Wateí availability
- Unpíedictable weatheí conditions
- Pest issues
- Manuíe and othei usages
- Cíop íesistance

7. BEHAVIOUR



- l'íy to get help fíom agiicultuíal expeits
- l'íy to take up non-natuíal means of cultivation foí quickeí haívest

is on 18.0 tan into BE understand DC

3. I'RIGGERS

∑ Ш

య

7

Identify strong

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

Seeing theií neighboí faímeís have a betteí yield by usage of natuíal oí non-natuíal means

4. EMOIIONS: BEÏORE / AÏI'ER

How do customeis feel when they face a pioblem of a job and aftefwaids? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Befoie: insecuie > stiength / tiust of giowth: Aftei

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 behavior.

An interactive, visualization dashboard that precisely indicates the predictions of the needed parameters for farmers to get insights about what is needed. It is a one-stop solution and there is no extra setup that is required.

8. CHANNELS of BEHAVIOUR

1 ONLIN

What kind of actions do customeis take online? Extiact online channels from 7

None

2. OÏÏLINE

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

- l'íying to use pesticides and feitilizeis that inciease gain but cause haim
- líiigation channel changes