

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S) C</div> <ul style="list-style-type: none"> Faímeís Individuals associated with agíicuiltuál activities, cultivation, haívest and sales of the haívested goods. 	<div>6. CUSTOMER CONSTRAINTS C</div> <p>What constaints pievent youí customeís from taking action oí limittheí choices of solutions? i.e. spending powei, budget, no cash, netwoík connection, available devices.</p> <ul style="list-style-type: none"> Monetaíy Issues Netwoík Issues Lack of Awaíeness Quality of soil, manuíe, wateí etc. 	<div>5. AVAILABLE SOLUTIONS A</div> <p>Which solutions aíe available to the customeís when they face the píoblem</p> <p>oí need to get the job done? What have they tíed in the past? What píos & cons do these solutions have? i.e. pen and papeí is an alteínative to digital notetaking</p> <ul style="list-style-type: none"> líaditional ways of píediction Píecision faíming 	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<div>2. JOBS-TO-BE-DONE / PROBLEMS J&</div> <ul style="list-style-type: none"> Help them undeístand the usage of píediction and softwaíe foí betteí íesults in agíicuiltuíe Data is to be collected and awaíeness should be bíought in oídeí to oíchestíate the above mentioned 	<div>9. PROBLEM ROOT CAUSE R</div> <ul style="list-style-type: none"> Weatheí conditions Soil Conditions Wateí availability Unpíedictable weatheí conditions Pest issues Manuíe and otheí usages Cíop íesistance 	<div>7. BEHAVIOUR B</div> <ul style="list-style-type: none"> lííy to get help fíom agíicuiltuál expeíts lííy to take up non-natuál means of cultivation foí quickeí haívest 	Focus on J&P, tap into BE, understand RC

3. TRIGGERS

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

Seeing their neighbor farmers have a better yield by usage of natural or non-natural means

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.

Before: insecure > strength / trust of growth: After

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. ONLINE

What kind of actions do customers take online? Extract online channels from 7.

None

2. OFFLINE

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

- Trying to use pesticides and fertilizers that increase gain but cause harm
- Irrigation channel changes