

Define CS, fit into Focus on J&P, tap into BE, understand	1. CUSTOMER SEGMENT(S) <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small> <div>Farmers who face problems in protecting their crops.</div>	6. CUSTOMER CONSTRAINTS <small>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.</small> <div>Most of the target customers are farmers and people working in agricultural fields. They find difficulty in spending lot of fertilizers, pesticides which costs them high amount and high risk of spoiling the crops due to chemical infusion.</div>	5. AVAILABLE SOLUTIONS <small>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</small> <div>Already existing solution have cctv camera fixed around the agri land but will let us know only after the impact.</div>	Explore AS, Focus on J&P, tap into BE, understand
	2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small> <div>Choosing the position of placing the smart sign board. Customers are assigned with monitoring the feed through the screen given to them and can access the database of the parameters measured via drones and ground.</div>	9. PROBLEM ROOT CAUSE <small>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.</small> <div>There are many causes like unexpected climatic condition, unexpected intrusion of wild animals due to deforestation and poaching of forest dumps, ill effects of fertilizers and pesticides.</div>	7. BEHAVIOUR <small>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.</small> <div>They will adapt themselves to this new technology and learn to function it as much as possible and will give back the timely feedback for any improvisations.</div>	

3. TRIGGERS

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

Farmers are deeply affected by the attack caused in their Agri lands due to wild animals, small insects like bugs, and locusts thereby affecting production and creating a mass-level failure in the profit marking.

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.

Farmers would feel very difficult to curb the intrusion of wild animals in their agri lands and would suffer massive loss due to it.

TR**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.

We are working on drone which will be used to monitor the whole agri-land 24*7 and detects any intrusion of wild animals using image processing and thermal imaging, detecting using vibration sensor in the ground and also detecting climate conditions so that the farmers can decide whether to sow or to cultivate.

SL**8. CHANNELS of BEHAVIOUR****8.1 ONLINE**

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

Here farmers are the customers. They can make use of tablets which is specially made for the farmers. Through tablet, farmers can access the database collected from the drone, and can even monitor through it.

8.2 OFFLINE

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

Farmers can easily operate the drones because printed catalogues are issued to them in their regional language so that they can learn to operate with the basic mechanisms.

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