

Define CS, fit into CC	1. CUSTOMER SEGMENTS CS	6. CUSTOMER CONSTRAINTS CC	5. AVAILABLE SOLUTIONS AS	Explore AS, differentiate
	<ul style="list-style-type: none">Mainly FarmersEmployees/Workers associated with Agricultural activities Departments of the government or news organisationsseeking agricultural rainfall forecasts	<ul style="list-style-type: none">To estimate the duration and volume of rainfall beforehand and take decisions accordingly To get a prediction with 100% accuracyCost factors for applications with high prediction accuracy and valueLimited time to make use of digital devices to get the prediction informationUnstable network connection	<ul style="list-style-type: none">News on weather forecasting from various communication media like radio, news channels, etc.Announcements from the concerned authorities and notifications from connections [friends and families] on upcoming rainfalls affecting the agriculture	
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P	9. PROBLEM ROOT CAUSE RC	7. BEHAVIOUR BE	Focus on J&P, tap into BE, understand RC
	<ul style="list-style-type: none">Get proper analysis from previous dataAchieve correct and accurate predictionsSudden change in weather and immediate rainfall or showersDamage to crops due to heavy rainfall	<ul style="list-style-type: none">Irregular rainfall in various regions of IndiaDrastic variability in climate changeBiodiversity loss	<ul style="list-style-type: none">Take suggestions from concerned authorities,agricultural scientists, and other influencers to make decisions Take decisions as per previous experiences and selfanalysis	
Identify Strong TR & EM	3. TRIGGERS TR	10. OUR SOLUTION SL	8. CHANNELS of BEHAVIOUR CH	Identify Strong TR & EM
	<ul style="list-style-type: none">Current losses and debtsYearly crop damage due to heavy rainfallEvolving market competition and change in demandsupply		8.1 ONLINE <ul style="list-style-type: none">Receive early notifications on their digital devices, especially mobiles or smartphones, through SMS or app alerts	
	4. EMOTIONS: BEFORE / AFTER EM		8.2 OFFLINE <ul style="list-style-type: none">Community forums, meeting where farmers and other people can share ideas, discuss and decide on crop activities	
	<ul style="list-style-type: none">Before : Paying debts, incurring losses, low crop productionAfter : Increase in crop production, making effective decisions, experiencing growth and profits			