1. CUSTOMER SEGMENTS CS	6. CUSTOMER CONSTRAINTS CC	5. AVAILABLE SOLUTIONS AS
Define CS, fit into CC		Explore AS, differentiate
• Mainly Farmers • Employees/Workers associated with Agricultural activities • Departments of the government or news organisations seeking agricultural rainfall forecasts.	• To estimate the duration and volume of rainfall beforehand and take decisions accordingly • To get a prediction with 100% accuracy • Cost factors for applications with high prediction accuracy and value. • Always stay connected. • Yield the crop what we suggest.	• News on weather forecasting from various communication media like radio, news channels, etc. • Always take suggestions from agricultural department what should be yielded based on the climate change or season.

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		Focus on J&P, tap into BE, understand RC
• Identify the behavior and patterns of the data. • Proper analysis of past data. • Sudden change in weather and immediate rainfall or showers • Damage to crops due to heavy rainfall	• Proper irrigation not there for crops irregular pattern of rainfall. • Deforestation reduces rainfall. • Biodiversity loss	• Take suggestions from concerned authorities, agricultural scientists, and other influencers to make decisions • Take decisions as per previous experiences and self-analysis

3. TRIGGERS TR	10. OUR SOLUTION SL	8. CHANNELS of BEHAVIOUR CH
Identify Strong TR & EM		Identify Strong TR & EM
• Current losses and debts • Yearly crop damage due to heavy rainfall • Evolving market competition and change in demand-supply	• Region [district or sub-division] based analysis of previous years' rainfall data to get the seasonal patterns with respect to the production of different sorts of crops • Building a low-cost or free ML-based application [consuming low bandwidth] to predict the rainfall of places in India with a high concentration of agricultural activities while taking care of the trends and analysis done already	**8.1 ONLINE** • Receive early notifications on their digital devices, especially mobiles or smartphones, through SMS or app alerts **8.2 OFFLINE** • Community forums, meeting where farmers and other people can share ideas, discuss and decide on crop activities
4. EMOTIONS: BEFORE / AFTER EM • Before : Paying debts, incurring losses, low crop production • After : Increase in crop production, making effective decisions, experiencing growth and profits		