

<div>1. CUSTOMER SEGMENT(S)<div>Who is your customer? i.e. working parents of 0-5 y.o. Kids</div><div>Farmer</div></div>	<div>6. CUSTOMER CONSTRAINTS<div>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.</div><div>Unaware of adaptive technology and effective alternative leads to economic loss and lower the crop production</div></div>	<div>5. AVAILABLE SOLUTIONS<div>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</div><div>They will use manure, traditional irrigation and traditional helps in increasing agricultural efficiency and reduce the loss of natural resources.</div></div>
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<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div>The higher the yield and more intensive use of the farmland, the higher the productivity and profitability of a farm</div></div>	<div>9. PROBLEM ROOT CAUSE<div>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.</div><div>Farmers face crop damage being unaware of the climatic it will reduce access to food, and affect food quality</div></div>	<div>7. BEHAVIOUR<div>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. Greenpeace)</div><div>There are a number of factors which are likely to have contributed to sustained yield gains: fertilizer application, irrigation, increased soil tillage, and improved farming practices.</div></div>
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<p>3. TRIGGERS TR</p> <p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p> <p>certain range of temperatures, warming tends to reduce yields because crops speed through their development, producing less grain in the process.</p>	<p>10. YOUR SOLUTION SL</p> <p>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.</p> <p>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.</p> <p>We will recommend the farmers to local conditions and weather extremes, such as drought and heat, can also help farmers produce more food without degrading ecosystems.</p>	<p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</p> <p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <p>8.1 Nil</p> <p>8.2 Farmers who aim to increase an average crop yield per acre on their fields must have a streamlined irrigation system at hand.</p>
<p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>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.</p> <p>Climate change can disrupt food availability, reduce access to food, and affect food quality.</p>		