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| Define CS, fit into CC                   | <p><b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span></p> <p>Who is your customer?<br/>i.e. working parents of 0-5 y.o. kids</p> <p>Farmers, people who are interested in doing farming activity in a smart way by using current technologies.</p>  | <p><b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span></p> <p>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.</p> <p>Financial constraints, poor network availability and connectivity, lack of knowledge in using high end technologies.</p>                           | <p><b>5. AVAILABLE SOLUTIONS</b> <span>AS</span></p> <p>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</p> <p>Crop field conditions are monitored regularly with the help of sensors physically( Temperature , moisture, humidity sensors are some examples);<br/>Automated irrigation system;<br/>Flame detecting sensors which will just indicate that the field has caught fire but will not extinguish it.</p>  | Explore AS, differentiate                |
| Focus on J&P, tap into BE, understand RC | <p><b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span></p> <p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p> <p>To overcome problems related to farming such as loss of crops due to fire accidents, improper growth of crops due to nutrition deficiency in soil, drying up of plants due to lack of moisture in agriculture field, over usage of fertilizers, low income of farmer.</p> | <p><b>9. PROBLEM ROOT CAUSE</b> <span>RC</span></p> <p>What is the real reason that this problem exists?<br/>What is the back story behind the need to do this job?<br/>i.e. customers have to do it because of the change in regulations.</p> <p>The unpredictable change in weather affects the growth of crops and maximum yield. It is always require a man-power to monitor the crops.</p> | <p><b>7. BEHAVIOUR</b> <span>BE</span></p> <p>What does your customer do to address the problem and get the job done?<br/>i.e. directly related: find the right solar panel installer, calculate usage and benefits;<br/>indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</p> <p><b>Directly:</b><br/>Monitoring the fields manually - causes fatigue;<br/>Pumping of water from nearby well or ground water;<br/>Putting off flame in case of fire with water - causes a lot of stress and damage;<br/><b>Indirectly :</b><br/>Watching out the weather conditions regularly<br/>Routine checkup of the soil conditions by taking sample tests in labs to know it's nutrient content</p> | Focus on J&P, tap into BE, understand RC |
| Identify TR & EM                         | <p><b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span></p> <p><b>Before:</b> Insecure, skeptical about outcomes, worrying, close monitoring of crops through physical presence which causes fatigue.</p> <p><b>After:</b> Secured, relieved, hopeful, relaxed, saving time and energy due to remote monitoring of crops , increased profit.</p>   | <p>which is powered by servo motors. Also, regular updates about the field are sent to the farmer through the app in periodical manner.</p>   | <p>online<br/><b>Offline:</b><br/>Testing the samples should be done physical mode .<br/>Required materials should be brought from the stores.</p>   | Identify stories                         |