Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `C`

Farmers are the customers here. They can easily use this application to identify the disease of the crops and the usage of fertilizer

6. CUSTOMER CONSTRAINTS `CC`

The image should be in the required pixels and clarity in order to get the accurate results. Good network connection should be available.

5. AVAILABLE SOLUTIONS `A`

Many of the people easily determine or judge the disease of the plants by seeing it. This may lead to the decay of the plants and crops which may occur in the past. The pros and cons are sometimes the crops may adapt the fertilizer and sometimes it is not.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

The application mainly focused on helping the farmers. The farmers who need better identification and suggestion on the disease of the plants and the fertilizers

9. PROBLEM ROOT CAUSE `RC`

There are so many diseases introducing day by day in our life. Those diseases mainly affect the crop's condition and the quality of the crops get reduced and eventually the quantity. The weather condition and the pests can cause various disease.

7. BEHAVIOUR `BE`

Directly related:

Farmers can identify the disease and they didn't want the knowledge of the plants for the prediction of the diseases.

Indirectly:

Farmers easily able to get the results through online fast and secure.

Focus on J&P, tap into BE, understand RC

3. TRIGGERS `TR`

The crops that are infected by some diseases which leads to loss in money and quantity and quality

4. EMOTIONS: BEFORE / AFTER `EM`

Before: loss of money, stressed

After: Ready to face a problem, self-confidence

10. YOUR SOLUTION `SL`

Disease prediction is mainly done by the maintenance of the plants and the proper fertilizer should be giver to the plants and crops. This uses the image of the plants that is infected by the disease. The main role is the application will identify the disease and it recommends which type of fertilizer and the quantity of the fertilizer should be used.

8. CHANNELS of BEHAVIOUR `CH`

Online:
Knowledge of the fertilizers and plants
Offline:
Customers should maintain the quality of the leaf