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|--|---|---|--|---------------------------|
| Define CS, fit into CC                   | <div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>Who is your customer?<br/>i.e. working parents of 0-5 y.o. kids</div> <div>Farmers</div>  | <div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <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>Low man power is required for this Project,and it is free for every farmers to use the application .No cost needed.</div>  | <div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div> <div>If the customers face any issues in using the application they can say it in the customer care option.</div>  | Explore AS, differentiate |
|  | <div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div> <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 Farmers need to install the web application and explore the options in it.</div>   | <div>9. PROBLEM ROOT CAUSE</div> <div>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.</div> <div>Customers must have internet connecting so that they can use the application and get the data about and.</div>   | <div>7. BEHAVIOUR</div> <div>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; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</div> <div>Use the fast internet access if not try to share the internet from your friends. Spend some time on exploring the options.</div>                                      |                           |
| Focus on J&P, tap into BE, understand RC |   |   |  |                           |
|  |   |   |  |                           |
| Identify strong TR & EM                  | <div>3. TRIGGERS<div>TR</div></div> <div>What triggers customers to act? i.e. seeing their neighbour installingsolar panels, reading about a more efficient solution in the news.</div> <div>By seeing their neighbours using this application more effective for monitoring soil moisture, humidity and temperature</div>  | <div>10. YOUR SOLUTION<div>SL</div></div> <div>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.<br/>If you are working on a new business proposition, then keep it blank until you fill inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</div> <div>It is difficult for the farmers to access it who doesn't have any knowledge about Android application. So we designed the application as user friendly.</div> | <div>8. CHANNELS of BEHAVIOUR<div>CH</div></div> <div>8.1 ONLINE<br/>What kind of actions do customers take online? Extract online channels from #7</div> <div>8.2 OFFLINE<br/>What kind of actions do customers take offline? Extract offline channels from #7and use them for customer development.</div> <div>ONLINE:<br/>Download the application from playstore, and explore the options.<br/>OFFLINE:<br/>The customers don't need to do any offline activities.</div> | Identify strong TR & EM   |
|  | <div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div> <div>How do customers feel when they face a problem or a job and afterwards?<br/>i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</div> <div>The customers know the condition of land before watering so that they can water the crops without any confusion.</div> |   |  |                           |