

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Public Farmers Sales people 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> Cost limitation Time limitation Agricultural supply limitation 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> Rainfall prediction Devices Knowledge 	Explore AS, differentiate	
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <p>Dryland agriculture</p>	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Climate changes Biodiversity loss Contamination of resources 	7. BEHAVIOUR BE <p>Focuses on the nature of decision making by the farmers and the factors that influence such</p>		Focus on J&P, tap into BE, understand RC
	3. TRIGGERS TR <p>To create an innovation to predict weather to save water and crops</p>	10. YOUR SOLUTION SL <ul style="list-style-type: none"> Significant need for an appropriate water irrigation system taking consider of the rising water scarcity. Reducing on-harvesting and post-harvesting losses. 	8. CHANNELS of BEHAVIOUR CH <ul style="list-style-type: none"> E-Commerce for agriculture business Expanded Customer Base 		
4. EMOTIONS: BEFORE / AFTER EM <p>lack of stored water available in dryland – rainfall harvesting</p>	8.1 OFFLINE <ul style="list-style-type: none"> Your local newspapers or area magazines. By Visiting a farmers' market Contact 				

Identify strong TR & EM

Extract online & offline CH of BE

