

Explore AS, differentiate	1. CUSTOMER SEGMENTS <b>CS</b>	6. CUSTOMER CONSTRAINTS <b>CC</b>	5. AVAILABLE SOLUTIONS <b>AS</b>
	<ul style="list-style-type: none"><li>Focused on Farmers ,Publics</li><li>Employees/Workers activities agriculture</li><li>Departments of the government seeking agricultural rainfall forecasts</li></ul>	<ul style="list-style-type: none"><li>Unable to connect Network</li><li>To get a prediction with 100% accuracy</li><li>Cost factors for applications with high prediction accuracy and value</li><li>Time limitation</li></ul>	<ul style="list-style-type: none"><li>This project provides solution to farmers during the periods of heavy rainfall.</li><li>News on weather forecasting from various communication media like radio, news channels, etc.</li><li>Internet problem arises while connected weather report</li><li>well planned drainage system</li></ul>
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS <b>J&amp;P</b>	9. PROBLEM ROOT CAUSE <b>RC</b>	7. BEHAVIOUR <b>BE</b>
	<ul style="list-style-type: none"><li><b>Jobs to be done:</b></li><li>Analysis from previous rainfall data</li><li>Achieve correct and accurate predictions</li><li>Sudden change in weather and immediate rainfall or showers</li></ul>	<ul style="list-style-type: none"><li>Unpredictable weather in various regions of India</li><li>Drastic variability in climate change</li><li>Biodiversity loss</li><li>Poor resource management</li></ul>	<ul style="list-style-type: none"><li>Take suggestions from farmers and industrial aid</li><li>Take decisions as per previous experiences and self-analysis</li></ul>
Identify Strong TR & EM	3. TRIGGERS <b>TR</b>	10. OUR SOLUTION <b>SL</b>	8. CHANNELS of BEHAVIOUR <b>CH</b>
	<ul style="list-style-type: none"><li>Current losses and debts</li><li>Yearly crop damage due to heavy rainfall</li><li>Evolving market competition and change in demand-supply</li></ul>		<div>ONLINE</div> <ul style="list-style-type: none"><li>E commerce for agriculture business</li><li>Expanded Customer Base</li></ul> <div>OFFLINE</div> <ul style="list-style-type: none"><li>Community forums, meeting where farmers and other people can share ideas, discuss and decide on crop activities</li></ul>
	4. EMOTIONS: BEFORE / AFTER <b>EM</b>		
	<ul style="list-style-type: none"><li>Before : Paying debts, incurring losses, low crop production</li><li>After : Increase in crop production, making effective decisions, experiencing growth and profits</li></ul>		

