

Define CS, define J&P, define BE, define TR, define EM	1. CUSTOMER SEGMENTS Customer are the Farmers who cultivate agriculture. CS	6. CUSTOMER CONSTRAINTS Cope with climate change, soil erosion and biodiversity loss. Satisfy consumers' changing tastes and expectations. CC	5. AVAILABLE SOLUTIONS Increasing incomes. Agricultural transformation is very slow in India. Generating employment opportunities. Reducing risks in agriculture. Developing agri-infrastructure. AS	Explore AS, define TR, define EM
	2. JOBS-TO-BE-DONE / PROBLEMS Maintaining the condition of the crop and soil. Watering is the most important job to be done by the farmers. Protecting from the insects. J&P	9. PROBLEM ROOT CAUSE Agriculture provides most of the world's food and fabrics . Cotton, wool, and leather are all agricultural products. Agriculture also provides wood for construction and paper products. These products, as well as RC	7. BEHAVIOUR Insufficient Water Supply. ... Less Use of Modern Farming Equipment. ... Over Dependence on Traditional Crops Poor Storage Facilities Transportation Problems High Interest Rates. Government Schemes are yet to reach Small Farmers. BE	
Focus on J&P, tap into BE, define TR, define EM	3. TRIGGERS Agriculture is the most important job to be done for the survival of the all living beings not only the survival of farmers. Food is the basic requirement for the survival. It triggers the Farmers to cultivate the crops from generation to generation TR	10. YOUR SOLUTION IoT in agriculture uses robots, drones, remote sensors, and computer imaging combined with continuously progressing machine learning and analytical tools for monitoring crops, surveying, and mapping the fields, and providing data to farmers for rational farm management plans to save both time and money. SL	8. CHANNELS of BEHAVIOUR In the context of farmer behaviors, 'external factors' refers to physical, environmental, farm business structure, financial and time factors on farm management; all of which can have an impact on farmer behaviors. External factors create the context within which farmer behavior can or cannot be influenced. CH	Focus on BE, define TR, define EM
	4. EMOTIONS: BEFORE / AFTER A lack of marketing skills and resources. High levels of competition. Making the move to selling online Logistical issues of getting products to customers. EM			