

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is the customer?

Farmer

6. CUSTOMER CONSTRAINTS

CC

What constraints prevent your customers from taking action or limit their choices of solutions?

Budget, less awareness, lack of knowledge, adoption towards technology.

5. AVAILABLE SOLUTIONS

AS

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 & cons do these solutions have?

Demand, seasonal crop, climatic and soil type predictions are providing solution to the farmers at the present

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

Demands, soil type and fertility datasets accurately analyze and provide the results for crop yield based on varieties accurately.

9. PROBLEM ROOT CAUSE

RC

What is the real reason that this problem exists? What is the back story behind the need to do this job?

Inaccurate information about the demand, soil fertility and climate because of less accuracy of the system.

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job done?

directly related: find the accurate predicting model, analyze the demand and profitable crops; indirectly associated: Farmers are indirectly influenced to go for organic farming because of accurate results of the crop variety based on the parameters required.

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

Identify strong TR & EM

3. TRIGGERS

TR

What triggers customers to act?

News channels, government and private organization provide farmers information about the latest technologies.

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards ?

Facing problem: Mental health and financial burden.
After solved: high productivity and profit.

10. YOUR SOLUTION

SL

If you are working on an existing system business, write down your current solution first, filter the canvas check how much it fits reality.

If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customers behaviour?

crop yield estimation provides accurate climatic condition and soil type prediction which helps in predicting the right crop variety and the soil fertility.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

What kind of action do customer take online?

Information about soil type, temperature and accurate predictions.

8.2 OFFLINE

What kind of actions do customers take offline?

water, pesticide and fertilizer availability

Extract online & offline CH of BE