Define

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Identify strong

1. CUSTOMER SEGMENT(S)

Who is your customer?

Farmers can be sub-segmented under three Categories -Micro ,small or marginal ;Emerging and large; or commercial farmers-either based on farm surplus, gross revenue, or land under cultivation.

CS 6. CUSTOMER

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.

Key constraints to agricultural productivity in the developing country include low availability of improved or hybrid seed. lack of complimentary improved practices and seed, and lack of irrigation and water constraints.

5. AVAILABLE SOLUTIONS

CC

RC

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 dothese solutions have? i.e. pen and paper is an alternative to digital notetaking

By knowing the type and strength of their farmland soil, Getting right seeds, Sowing in the right time, Harvesting at in right time and Marketing for good prize.

2. JOBS-TO-BE-DONE / PROBLEMS

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

Implementation of land reforms, Interplant, Plant more densely, Plant more crops, Raised beds, Smart water management, Heat tolerant varieties, Use nitrogen, Improved seeds, Plant protection.

J&P

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations

Pesticides and Fertilizers, Contaminated water, Soil erosion and sedimentation, Livestock, Pests and Weeds, Heavy metals, Organic contaminants etc....

7. BEHAVIOUR

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

The land use funcyion, the supply and demand characteristics, the contribution of the agricultural sector to the provision of positive externalities and public good, food as a unique and most essential good and agriculture as a key

3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbour installingsolar panels, reading about a more efficient solution in the news.

Trigger systems complete solution aggregates all data and decisive components: real time weather forecast, pumping systems, irrigation methods, agronomic irrigation models, filters, fertilizers, irrigation efficiency, humidity sensors and others.

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10. YOUR SOLUTION

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.

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.

Before growing a crop, clear the greenhouse of plant debris, weeds, flats and tools. Wash and disinfect empty benches, potting tables, storage shelves, tools and pots. After greenhouse has been sanitized, avoid recontamination with pathogens.

8. CHANNELS of BEHAVIOUR

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

All of our food, agriculture research and analysis is available to read online

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7and use them for customer development.

Customers can either directing purchase the produce from the store or order it online via delivery platforms.



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BE

Explore

Focus on J&P, tap into BE,

understai

4. EMOTIONS: BEFORE / AFTER



How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

We combined emotional, perceptual and behavioral responses to assesss farmers adaptation to new environment policy.