 Purpose / Vision

**Explore AS, differentiate**

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

**Deﬁne CS, ﬁt into CC**

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

or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

**AS**

**5. AVAILABLE SOLUTIONS**

Which solutions are available to the customers when they face the problem

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.

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

Who is your customer?

i.e. working parents of 0-5 y.o. kids

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.

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.

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.

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)

**BE**

**7. BEHAVIOUR**

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

**RC**

**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.

**J&P**

**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.

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

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

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.

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| --- | --- | --- | --- | --- |
| **Identify strong TR & EM** | **3. TRIGGERS TR**  What triggers customers to act? i.e. seeing their neighbour installing solar 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, irrigatiom methods, agronomic irrigation models, filters, fertilizers, irrigation efficiency, humidity sensors and others.** | **10. YOUR SOLUTION SL**  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 in the 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.** | 1. **CHANNELS of BEHAVIOUR CH**     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   * 1. **OFFLINE**   What kind of actions do customers take ofﬂine? Extract ofﬂine channels from #7 and use them for customer development.    **Customers can either directing purchase the produce from the store or order it online via delivery platforms**. | **Extract online & ofﬂine CH of BE** |
|  |
| **4. EMOTIONS: BEFORE / AFTER EM**  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.** |