Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Farmers
Large scale Farmers

6. CUSTOMER CONSTRAINTS   CC

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.

Implement of huge number of sensors.
High budget to implement the new technology.
Continuous Internet facility
Unware of new technologies.

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

Automatic irrigation process using IOT
Weather data and field parameters were obtained and processed to automate the process of irrigation.

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.

Watering the crop by analyzing the weather condition and detecting the disease and usage of correct amount of fertilizer is an important task for farmers.

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?
i.e. customers have to do it because of the change in regulations.

Drastic climatic changes
Unpredictable behavior of diseases
Unknown of pesticides
Wastage of water

7. BEHAVIOUR   BE

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)

Frequent visit of the crop growth and disease affection.
Calculate the effectiveness and efficiency of the product in both disease detection and data storage.
Implementation of modern techniques to solve the problem.

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

Identify

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.

The less amount of profit earned for the yield and no correct guideness for new technologies to increase the yield and profit.

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.

Crop production falls due to unavoidable situations
Before: Insecure, Wasstage, Physical Monitoring
After : Secure, Savings, Report acknowledgement

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.

Our product collects the data from different types of sensor and it sends to the main server. It also collects the weather data from API. The ultimate design whether to water the crop or not is taken by the farmer using a mobile application.

8. CHANNELS of BEHAVIOUR   `CH`

8.1 ONLINE
Guiding to use the user interface application and to analyze the data

8.2 OFFLINE
Awareness program for automation and impact of IOT in agriculture.