

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)CS</div> <div><div>➤ Farmers are the customers who are unable to predict the animals entry into the farming field</div><div>➤ Interference of animals in agricultural lands cause a huge loss of crops</div></div>	<div>6. CUSTOMER CONSTRAINTSCC</div> <div><div>➤ High adoption costs, more power and security concerns</div><div>➤ Lack of man power</div><div>➤ Limited supervision</div><div>➤ Limited financial constraints</div></div>	<div>5. AVAILABLE SOLUTIONSAS</div> <div><div>➤ Alarm system to give alert while animals attack the crop field</div><div>➤ Monitor different parameters by mobile or web application which helps to earn the crop yield</div><div>➤ Customers uses fence to prevent the intervention of animals</div></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMSJ&P</div> <div><div>➤ Improper maintenance of crops</div><div>➤ Lack of knowledge among farmers in usage of fertilizers and hence crops are affected</div><div>➤ To increase the commodity, import, export and make profit for farmers</div><div>➤ Need to reduce crop losses and monitor animals entry</div></div>	<div>9. PROBLEM ROOT CAUSERC</div> <div><div>➤ Due to intervention of animals during growth of the crop customer faces the consequences</div><div>➤ Due to various environmental factors such as temperature climate, topography and soil quality which results in crop destruction</div><div>➤ The solution is proposed to rectify the problem of labor shortage and to minimize the cost budget</div></div>	<div>7. BEHAVIOURBE</div> <div><div>➤ Looking for an alternative solution to a current solution</div><div>➤ Collects suggestions from the suburb and uses current technologies</div><div>➤ Finding an animal’s entry into the farming lands is always a difficult task for a customer</div></div>	
Focus on J&P, tap into BE, understand RC	Identify strong TR & EM	<div>3. TRIGGERSTR</div> <div><div>➤ Hearing about innovative technologies and effective solutions</div><div>➤ Increasing in crop yield and saving on fertilizer costs</div><div>➤ Some of the triggers like advertisements in the television and information from the experts</div></div>	10. YOUR SOLUTIONSL	<div>8.CHANNELS OF BEHAVIOURCH</div> <div>8.1 ONLINE</div> <div><div>➤ Using different platforms like social media to describe the working and uses of smart crop protection device</div></div> <div>8.2 OFFLINE</div> <div><div>➤ Raising awareness of the device’s use among the farmers</div><div>➤ Can buy IoT based system from authorized shops</div></div>
		<div>4. EMOTIONS: BEFORE / AFTEREM</div> <div>Traditional farming was depressed due to the inability to predict the animals grazing in the fields using IoT system they are happy with the high yield of the healthy crops.</div>		