Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

1. Farmer
2. Common People
3. Seller
4. Buyer
5. Agricultural experts
6. Industrial People

6. CUSTOMER CONSTRAINTS — CC

1. Internet facility
2. Available Devices
3. Electricity
4. Knowledge about the system

5. AVAILABLE SOLUTIONS — AS

The existing method for plant disease detection is simply naked eye observation by experts through which identification and detection of plant diseases is done.

Disease detection using the computer vision approach can detect the existence of the disease once the disease has already appeared.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Diseases on plants placed a major constraint on the production and a major threat to food security. Finding the leaf disease is an important role to preserve agriculture.

Hence, early and accurate identification of plant diseases is essential to ensure high quantity and best quality.

9. PROBLEM ROOT CAUSE — RC

Infectious plant diseases are mainly caused by biotic and abiotic factors. Biotic factors includes pathogenic organisms such as fungi, bacteria, viruses, protozoa, as well as insects.

Environmental conditions like temperature, humidity and pollution in air, soil are the abiotic factors.

7. BEHAVIOUR — BE

1. Go to the website.
2. Upload the picture of a leaf of the infected plant.
3. Get to know about the disease and use the recommended fertilizers to cure the infected plants.

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

Identify strong TR & EM

3. TRIGGERS — TR

1. Identification of crop condition.
2. Pest Control.
3. Sudden outbreak of plant disease.
4. Reduced crop yield and impact on crop quality

4. EMOTIONS: BEFORE / AFTER — EM

Before:
1. Time consuming.
2. Wastage of capital and resources.
3. Over usage of manpower.

After:
Rise in production.
Healthy crop yield.
Early prevention of disease.

10. YOUR SOLUTION — SL

An automated system to identify different diseases on plants by checking the symptoms shown on the leaves of the plant.

Image of a leaf of the plant is fed into the system using which the diseases on the plant are identified.

Deep learning techniques are used to identify the diseases and suggest the precautions that can be taken for those diseases.

8. CHANNELS of BEHAVIOUR — CH

8.1 **ONLINE**
Go the web application and upload the picture of a leaf of the infected plant.

8.2 **OFFLINE**
Use the recommended fertilizers in the right amount to cure the predicted disease.

Identify strong TR & EM