

Define CS, fit into CC	<p>1. CUSTOMER SEGMENT(S) CS</p> <p>Who is your customer? i.e. working parents of 0-5 y.o. kids</p> <p>Farmers who face problems in protecting their crops.</p>	<p>6. CUSTOMER CONSTRAINTS CC</p> <p>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.</p> <p>Most of the target customers are farmers and people working in agricultural fields. They find difficulty in spending lot of fertilizers, pesticides which costs them high amount and high risk of spoiling the crops due to chemical infusion. They also find hard in using conventional power and energy source due to unexpected climatic changes.</p>	<p>5. AVAILABLE SOLUTIONS AS</p> <p>Which solutions are available to the customers when they face the problem</p> <p>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</p> <p>Already existing solutions have cctv camera fixed around the agri land but it will let us know only after the impact.</p>	Explore AS, differentiate
	Focus on J&P, tap into BE, understand RC	<p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p> <p>Customers are assigned with monitoring the feed through the screen given to them and can access the database of the parameters measured via drones and ground.</p>	<p>9. PROBLEM ROOT CAUSE RC</p> <p>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.</p> <p>There are many root causes like unexpected climatic conditions , unexpected intrusion of wild animals due to deforestation and poaching of forest dumps , ill effects of fertilizers and pesticides.</p>	

3. TRIGGERS

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

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- Farmers are deeply affected by the attack caused in their agri lands due to wild animals, small insects like bugs, locusts thereby affecting the production and creating a mass level failure in the profit making. Sub factors are :weeds, climatic condition etc.. So they are in a thirst for one big solution that will sort out this mishap at once.

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.

- Before, farmers would feel very difficult to curb the intrusion of wild animals in their agri lands and would suffer massive loss due to it. And as the climatic conditions tend to change in

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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 in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

- We're working on a drone. which will be used to monitor the whole agri- land 24*7 and detects any intrusion of wild animals using image processing and thermal imaging, detecting wild animals from far distance using vibration sensor in the ground and also detecting climatic conditions so that the farmers can decide whether to sow or to cultivate.

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8. CHANNELS of BEHAVIOUR

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8.1 ONLINE

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

Here farmers are the customers. Via online, they can make use of tablets which is specially made for the farmers. Through tablet, farmer can access the database collected from the drones, and can even monitor through it.

8.2 OFFLINE

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

- Via offline, farmers can easily operate the drones because printed catalogues are issued to them in their regional language so that they can learn to operate with basic mechanisms.

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exponential rate , they find it difficult to sow seeds in that parti			
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