Define CS, fit into CC

Explore AS, differen

1. CUSTOMER SEGMENT(S) `CS`
- Small Margin farmers
- Large scale farmers

6. CUSTOMER CONSTRAINTS `CC`
- Budget issues
- Wrong estimation of Rainfall

5. AVAILABLE SOLUTIONS `AS`
- Depending on Weather News
- With available weather forecasting sites like Accuweather, windy and the weather channel

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

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

2. JOBS-TO-BE-DONE / PROBLEMS
- To predict the rainfall and the crops that could be grown on a particular region based on the rainfall that that has been predicted.
- Estimate the average rainfall in India

9. PROBLEM ROOT CAUSE `RC`
- The unpredictable rainfall and climatic changes are the root cause of the problem.
- The customer has to do this to prevent their crops and land and to prevent the loss that occurs due to the problem.

7. BEHAVIOUR `BE`
- Directly related: find the right crop that could be grown on their region, predict the benefits.
- Indirectly associated: customers will have a relaxation and inner peace.

Identify strong TR & EM

3. TRIGGERS `TR`
- Seeing their neighbors using our application, planting/growing the crops and getting benefitted with the huge amount of profit.

10. YOUR SOLUTION `SL`
- Will be predicting the rainfall with the region as input and will be suggesting the crop for it.

8. CHANNELS of BEHAVIOUR `CH`
8.1 ONLINE
- They would search in for online weather prediction site

Identify

4. EMOTIONS: BEFORE / AFTER `EM` • Dejected, insecure • Confident, in control, satisfactory.		**8.2 OFFLINE** • Try to predict the weather using traditional method, ask suggestion from their near ones.