

Define CS, fit into CC

1.CUSTOMER SEGMENT(S)

- Farmers are the customers who cultivate different types of crops depending on the rainfall
- Farmers will refer to a person actively engaged in economic or livelihood activity of growing crops.

6.CUSTOMER CONSTRAINTS

- Prediction is never 100% and it is almost impossible to predict the future with certainty.
- To determine how long it will be raining by the predicted rainfall amount.

5.AVAILABLE SOLUTIONS

- Aims in reducing the risks that raises in cultivating of crops.
- Developing agriculture, infrastructure including agricultural markets, cold storage for protecting of harvested crops, and warehouse.

Explore AS, differentiate

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

2.JOBS-TO-BE-DONE / PROBLEMS

- The main problem is cultivating the food products for the growing population, providing a livelihood for farmers and protecting the environment.
- The potential impacts of heavy precipitation include crop damage, soil erosion, and an increase in flood which in turn can lead to injuries, drownings, and other flooding related effects on health.

9.PROBLEM ROOT CAUSE

- Agriculture in India is dependent on the monsoon season because farmers are not well equipped with modern methods of manual irrigations.
- Too much of rain and floods damage crops in the fields and may drown livestock, destroy farmlands and damage stored agricultural products.

7.BEHAVIOUR

- Improper rainfall data may lead to loss of crops and farmlands.
- Inefficient rainfall data prediction could cause customers dissatisfaction.
- The atmosphere is constantly changing so their estimates becomes less reliable.

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

3.TRIGGERS

- Maturity levels of seeds and crop cultivation details are briefly explained.

4.EMOTIONS:

BEFORE: Paying all debts

Less crop production

AFTER: Increase in sowing rate

Economic growth

10.YOUR SOLUTION

- A good balance of rain and proper irrigation can lead to faster-growing plants, which can cut down the length between seeding and harvest.
- It helps in making of decisions regarding the cropping pattern and sowing rate.
- It helps in sustainable use of ground water resources.

8.CHANNELS OF BEHAVIOUR

ONLINE:

Gets notified about tomorrow's weather.

OFFLINE:

Agricultural products can be protected earlier.

Extract online & offline CH of BE