1. CUSTOMER SEGMENT(S)

CS

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES

Network facility

Insufficient knowledge

❖ Budaet



CL

5. AVAILABLE SOLUTIONS PLUSES & MINUSES



Explore AS, differentiate

Focus on PR, tap into BE, understand

- Manually identified by Abnormal growth.
- By signs of the disease-causing organism.
- Detectable change in color, shape or function of the plant.

- Farmers
- Gardeners
- Botanical garden
- Horticulturist

2. PROBLEMS / PAINS + ITS FREQUENCY

9. PROBLEM ROOT / CAUSE



SL

7. BEHAVIOR + ITS INTENSITY



- Unidentified diseases
- Natural calamities
- Less in production
- Unsatisfied Tastes and expectations

- Fertilizer toxicity
- Plant pathogenic fungi
- Insects (fleas)
- Simply unfavorable weather conditions (dust, wind, heavy rain)

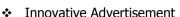
Proper Communication via Internet

 Unfavorable soil content(ph, moisture, nutrients, water)



- Take suggestions from co farmers
- Get ideas from concern persons(Department of Agriculture)
- Consults the fertilizer dealers

3. TRIGGERS TO ACT



- Getting good reviews from co farmers
- Campaigns

10. YOUR SOLUTION

Existing solution:

Pesticides can be toxic to a host of other organisms including birds, fish, beneficial insects for large scale production

Enhanced solution:

Pesticides may not damage the non target plants by accurate estimation and evaluation

8. CHANNELS of BEHAVIOR

CH

ONLINE

- Uploading the proper image of the affected crop
- Understand the measures and guidelines

OFFLINE

Implement the proper instruction with respect to quantity of fertilizers suggested.

4. EMOTIONS BEFORE / AFTER

* Before: Frustrated due to less yield

After: Satisfied with yield and recommend our products to others TR

EM