

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> ❖ Farmers ❖ Gardeners ❖ Botanical garden ❖ Horticulturist 	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> <ul style="list-style-type: none"> ❖ Budget ❖ Proper Communication via Internet ❖ Network facility ❖ Insufficient knowledge 	5. AVAILABLE SOLUTIONS AS <small>PLUSES & MINUSES</small> <ul style="list-style-type: none"> ❖ Manually identified by Abnormal growth. ❖ By signs of the disease-causing organism. ❖ Detectable change in color, shape or function of the plant. 	Explore AS, differentiate
	2. PROBLEMS / PAINS + ITS FREQUENCY PR <ul style="list-style-type: none"> ❖ Unidentified diseases ❖ Natural calamities ❖ Less in production ❖ Unsatisfied Tastes and expectations 	9. PROBLEM ROOT / CAUSE RC <ul style="list-style-type: none"> ❖ Fertilizer toxicity ❖ Plant pathogenic fungi ❖ Insects (fleas) ❖ Simply unfavorable weather conditions (dust, wind, heavy rain) ❖ Unfavorable soil content(ph, moisture,nutrients,water) 	7. BEHAVIOR + ITS INTENSITY BE <ul style="list-style-type: none"> ❖ Take suggestions from co farmers ❖ Get ideas from concern persons(Department of Agriculture) ❖ Consults the fertilizer dealers 	
Identify strong TR & EM	3. TRIGGERS TO ACT TR <ul style="list-style-type: none"> ❖ Innovative Advertisement ❖ Getting good reviews from co farmers ❖ Campaigns 	10. YOUR SOLUTION SL <p><u>Existing solution:</u></p> <p>Pesticides can be toxic to a host of other organisms including birds, fish, beneficial insects for large scale production</p> <p><u>Enhanced solution :</u></p> <p>Pesticides may not damage the non target plants by accurate estimation and evaluation</p>	8. CHANNELS of BEHAVIOR CH <p><u>ONLINE</u></p> <ul style="list-style-type: none"> ❖ Uploading the proper image of the affected crop ❖ Understand the measures and guidelines <p><u>OFFLINE</u></p> <ul style="list-style-type: none"> ❖ Implement the proper instruction with respect to quantity of fertilizers suggested. 	Extract online & offline CH of BE
	4. EMOTIONS EM <small>BEFORE / AFTER</small> <ul style="list-style-type: none"> ❖ Before : Frustrated due to less yield ❖ After : Satisfied with yield and recommend our products to others 			