Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   `CS`
Farmers can track all the sensor parameters through the mobile application.

6. CUSTOMER CONSTRAINTS   `CC`
Farmers do not have correct idea about what is the temperature and humidity and when to water the crops..

5. AVAILABLE SOLUTIONS   `AS`
There are many applications that can give the sensor information but our system gives the accurate information minute to minute and by this mobile application watering the field is also automated.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS   `J&P`
The main problem is the farmer have to know how to use the mobile application effectively and the application requires continuous network availability.

9. PROBLEM ROOT CAUSE   `RC`
The farmers do not have exact idea about the humidity and temperature and how much water is required for the crops it effects the fields.

7. BEHAVIOUR   `BE`
The farmers use this mobile application to order to track all the humidity and temperature information of the field correctly.

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

Identify strong TR & EM

3. TRIGGERS   `TR`
They can know all the sensor parameters of the field and can the water the crop from mobile application.

10. YOUR SOLUTION   `SL`
The best solution is connecting the sensors to the mobile and getting all the information from mobile and we can control the watering the from anywhere using the application.

8. CHANNELS OF BEHAVIOUR   `CH`

8.1 ONLINE
Farmers use this smart farmer mobile application to track all the sensors information accurately.

8.2 OFFLINE
This mobile application will not track any information when its is in offline.

4. EMOTIONS: BEFORE / AFTER   `EM`
When the farmer do not use smart farmer application they have to manually check the all parameters and have to water the crop in usual way.

After using this application they can track information of the parameters easily and can control the watering of crops from anywhere through mobile.

Identify strong TR & EM