

Define CS, fit into	1. CUSTOMER SEGMENT(S) <small>Who is your customer?</small> <p>Farmers</p>	6. CUSTOMER <small>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</small> <p>Inadequate knowledge about seasonal data</p>	5. AVAILABLE SOLUTIONS <small>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</small> <p>Available solutions are not providing the information visually.</p>	Explore AS, AS,	
	2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one: explore different sides.</small> <div>Estimate the production of crops based on past record.</div>	9. PROBLEM ROOT CAUSE <small>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations</small> <p>Not finding correct solution</p>	7. BEHAVIOUR <small>What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</small> <p>Behavior can be changed based on the season's trends.</p>		Focus on J&P, tap into BE, understand
	3. TRIGGERS <small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small> <p>User Friendly.</p>	10. YOUR SOLUTION <small>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</small> <p>Providing exact solution based on data</p>	8. CHANNELS of BEHAVIOUR 8.1 ONLINE <small>What kind of actions do customers take online? Extract online channels from #7</small> <p>Trends can be changed based on seasons</p>		
4. EMOTIONS: BEFORE / AFTER <small>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.</small> <p>Farmer is getting happy for getting increased rate of production</p>	8.2 OFFLINE <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development</small> <p>Possible changing factors are environmental cause, rainfall</p>				