

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Farmers and cultivators.	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> 1. Lack of Awareness 2. Lack of knowledge about quality of soil, its water requirements and other aspects. 3. Monetary problems.	5. AVAILABLE SOLUTIONS AS <small>PROS & CONS</small> <ul style="list-style-type: none"> Prediction by means of traditional aspects. Farming prediction by experienced farmers. 	Explore AS, differentiate
	2. PROBLEMS / PAINS PR <small>+ ITS FREQUENCY</small> To make them understand the usage of software in agriculture for better results. Data has to be collected for software references.	9. PROBLEM ROOT / CAUSE RC <ul style="list-style-type: none"> Weather Conditions Pesticides Unpredictable climate change Crop strength Conditions of soil. 	7. BEHAVIOR BE <small>+ ITS INTENSITY</small> <ul style="list-style-type: none"> Taking non natural methods for quicker cultivation. Consider multiple ideas from various agricultural experts. 	
Identify strong TR & EM	3. TRIGGERS TO ACT TR Seeing their fellow farmers have a better yield by using any means.	10. YOUR SOLUTION SL An interactive and visualization dashboard can be formed indicates the predictions about the needs and give accurate info about increasing of crop yield by considering previous crop yield database. It is single solution and no other aspects or setup is required.	8. CHANNELS of BEHAVIOR CH ONLINE Searching for various ideas in online for better cultivation of crops results in confusion.	Extract online & offline CH of BE
	4. EMOTIONS EM <small>BEFORE / AFTER</small> Before : Fear and doubtfulness about the software rather than hope. After : Trust.		OFFLINE <ul style="list-style-type: none"> Usage of pesticides in unnatural ways. Frequent change of irritation methods. 	