Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS
Who is your customer?

> ➤ Our target customer here is farmer who mainly works with the crops in the field.

6. CUSTOMER   CC
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.

> ➤ Farmers don't make accurate prediction about the climate.
> ➤ They also stick to traditional methods of farming therefore lacking modern irrigation,fertilization facilities.

5. AVAILABLE SOLUTIONS   AS
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

> ➤ They may have a data set but a proper data report is not available to them.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS   J&P
Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

> ➤ Farmers need to have access to detailed reports and prediction to grow the right kind of crops and to take proper precaution.

9. PROBLEM ROOT CAUSE   RC
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.

> ➤ In accurate predictions could lead to usage of wrong seeds improper irrigation and unpreparedness for drastic climatic changes.

7. BEHAVIOUR   BE
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)

> ➤ Farmers properly study and analyse their soil and decide what can be grown there.They also test crops with different weather condition.

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

Identify strong TR and EM

3. TRIGGERS   TR
What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

> ➤ Destruction of crops because of climate change and growing competition in the market.

4. EMOTIONS: BEFORE / AFTER   EM
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.

> Many farmers have faced huge lossess in crop yield which took months of hard work,leading them to commit suicide.When they are certain with the prediction and analysis,they are confident about making better decision without much loss.

10. YOUR SOLUTION   SL
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.

> ➤ It would help farmers a lot if crop yield predictions were made accurately and the data is visualized and displayed on a dashboard for easier understanding.

8. CHANNELS of BEHAVIOUR   CH
8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7
OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

> It may not be possible online as not every farmer access to technology and internet.But they can benefit from it offline from agricultural office.

Extract online & offline CH of BE