

Define CS, fit into CC	1. CUSTOMER SEGMENTS CS	6. CUSTOMER CONSTRAINTS CC	5. AVAILABLE SOLUTIONS AS	Explore AS, differentiate
	<ul style="list-style-type: none"> Mainly Farmers Employees/Workers associated with Agricultural activities Departments of the government or news organisations seeking agricultural rainfall forecasts 	<ul style="list-style-type: none"> To estimate the duration and volume of rainfall beforehand and take decisions accordingly To get a prediction with 100% accuracy Cost factors for applications with high prediction accuracy and value Limited time to make use of digital devices to get the prediction information Unstable network connection 	<ul style="list-style-type: none"> News on weather forecasting from various communication media like radio, news channels, etc. Announcements from the concerned authorities and notifications from connections [friends and families] on upcoming rainfalls affecting the agriculture 	

Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P	9. PROBLEM ROOT CAUSE RC	7. BEHAVIOUR BE	Focus on J&P, tap into BE, understand RC
	<ul style="list-style-type: none"> Get proper analysis from previous data Achieve correct and accurate predictions Sudden change in weather and immediate rainfall or showers Damage to crops due to heavy rainfall 	<ul style="list-style-type: none"> Irregular rainfall in various regions of India Drastic variability in climate change Biodiversity loss 	<ul style="list-style-type: none"> Take suggestions from concerned authorities, agricultural scientists, and other influencers to make decisions Take decisions as per previous experiences and self-analysis 	

Identify Strong TR & EM	3. TRIGGERS TR	10. OUR SOLUTION SL	8. CHANNELS of BEHAVIOUR CH	Identify Strong TR & EM
	<ul style="list-style-type: none"> Current losses and debts Yearly crop damage due to heavy rainfall Evolving market competition and change in demand-supply 	<ul style="list-style-type: none"> Region [district or sub-division] based analysis of previous years' rainfall data to get the seasonal patterns with respect to the production of different sorts of crops Building a low-cost or free ML-based application [consuming low bandwidth] to predict the rainfall of places in India with a high concentration of agricultural activities while taking care of the trends and analysis done already 	<p>8.1 ONLINE</p> <ul style="list-style-type: none"> Receive early notifications on their digital devices, especially mobiles or smartphones, through SMS or app alerts <p>8.2 OFFLINE</p> <ul style="list-style-type: none"> Community forums, meeting where farmers and other people can share ideas, discuss and decide on crop activities 	
	4. EMOTIONS: BEFORE / AFTER EM			
	<ul style="list-style-type: none"> Before : Paying debts, incurring losses, low crop production After : Increase in crop production, making effective decisions, experiencing growth and profits 			