

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>Ramu who cultivates crops is worried about the rainfall pattern and wants to know the intensity and precautions to be taken before hand so he can be well planned and not lose any crops to untimely rains. He is our customer</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>Predicting the future rainfall with greater certainty, avoiding false predictions and determining the duration and amount of rainfall in that particular duration are necessary.</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>Ramu can instruct his workers to add trees and shrubs to upland areas to stop runoff. He can also plant cover crops in bare areas and request the authorities to improve infrastructure and drainage system during rainfall</div>	Explore AS, differentiate	
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div> <div>Heavy and irregular rainfall can have many impacts like destruction of crops and farming lands.<ul style="list-style-type: none">Limited Food AccessUnsustainable Agriculture PracticesLeading to poor growth and overall health of crop</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>Low rainfall or drought may lead to low yields. Hail or heavy rains could damage or even wipe out crops. Outbreaks of pests or diseases could also cause major yield losses in crops and livestock. The right amount of rainfall can balance out these factors, which can lead to healthier, larger crops that can be harvested more fully.</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>Farmers like Ramu who produce rain-fed crops are likely to have good yields if the rainfall is adequate. But it is not certain whether it will rain, how much rain will fall or whether that rain will fall at the right time. These farmers are uncertain of the crop yield because of the risks of weather. If farmers plant their crop and an average amount of rainfall occurs, yields could be high and the crop could generate a satisfactory profit for the farmer.</div>		
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC	
Identify strong TR & EM	<div>3.TRIGGERS<div>TR</div></div> <div>Ramu, a farmer is tired of losing crops and thus hisdaily wages due to irregular and heavy rainfall.</div>	<div>10.YOUR SOLUTION<div>SL</div></div> <div>We will be using machine learning classification algorithms. We will train and test the data with these algorithms. From this the best model is selected and saved in pickle format. Once the model is saved, we integrate it with the flask application and also deploy the model in IBM.</div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div></div> <div><div>8.1 ONLINE</div><div>Ramu, tried to research on how much water a particular crop requires. He also researched on how much average rainfall a particular month has seen on average in the past years, i.e., he studied the past trends.</div><div>8.2 OFFLINE</div><div>Ramu, tries to attend farmer training sessions on how to cope up with irregular rainfall and learnt various precautionary actions and also learnt the action he should take in worst scenarios to protect his crops.</div></div>		Identify strong TR & EM
	<div>4.EMOTIONS:BEFORE/AFTER<div>EM</div></div> <div><div>BEFORE:</div><div>Unsure of what is to be done to save his crops from dying. Insecure due to the uncertainty in whether the crops will be safe till harvest.</div><div>AFTER:</div><div>Gained enough knowledge to predict and have decent control over the situation. Better crop yield than before and hence better income.</div></div>				