

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Farmers are my customers.	6. CUSTOMER CONSTRAINTS CC Budget Lack of awareness	5. AVAILABLE SOLUTIONS AS Electric Fence Scarecrow.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Devastation of crops by animals and birds.	9. PROBLEM ROOT CAUSE RC Lack of proper maintenance.	7. BEHAVIOUR BE Built a fence around the fields to prevent animals from entering it	
Identify strong TR & EM	3. TRIGGERS TR Seeing their neighbour installing and by hearing their feedback.	10. YOUR SOLUTION SL I would install sensors to sense animals and prevent crops before they destroy it. I would buy an system to remote monitor and control the motors using mobile application.	8.CHANNELS of BEHAVIOUR CH 1.ONLINE Search for any product to overcome their problems. 2. OFFLINE Install fence Appoint person to guard the fields	Identify
	4. EMOTIONS: BEFORE / AFTER EM Lost Insecure Depressed			