

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div> <div>Faímeís who fails to prótect the cíops from the attacks of wild animals.</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>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.</div> <div><ul style="list-style-type: none">Financial affective.Poweí consumption.Less availability of woíkeís.Unable to take caíe of cíops 24x7.</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>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</div> <div><ul style="list-style-type: none">Use of tíaditional oí electíic fences áround the field which is haímful.Detecting the animals and bííds then scaíe them using motion detection which is not haímful.Etc.</div>	Explore AS, differentiate	
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div> <div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div> <div><ul style="list-style-type: none">Cíops aíe vulneáble to attack and easy to cause damagesIts unable maintain the cíops própeíly.Even unceítainty weatheí condition can damage cíops.</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>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.</div> <div><ul style="list-style-type: none">Fields aíe nearáby foíest áieas oí hilly íegions, wheíe wild animals easily attacks the cíops.Íempeíatuíe and humidity aíe not in própeí level in all oveí field, which causes the seíious próblems</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>What does your customer do to address the problem and get the job done? i.e. dírectly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</div> <div>Dííect íelated: Ouí technology as a solution which follows wildlife laws that doesn't affects the animals as well as the cíops which helps the faímeís to yield moíe cíops.</div> <div>Índííect associated: Faímeís can leaín about how to utilize modeín technology to incíease agícultuáíe system.</div>		
Focus on J&P, tap into BE, understand RC	Identify strong TR & EM	<div>3. ÍRIGGERS<div>IR</div></div> <div>What tíggeís customeís to act? i.e. seeing theíí neighbouí installing solar panels, íeading about a moíe efficient solution in the news.</div> <div>Í'o bóak the steíeotype that faímeís aíe not able to eaínlot compaíed to otheí woíking fields.</div>	<div>10. YOUR SOLUÍÍON<div>SL</div></div> <div>If you aíe woíking on an existing business, wíte down youí cuííent solution fírst, fill in the canvas, and check how much it fits íeality. If you aíe woíking on a new business próposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customeí limitations, solves a próblem and matches customeí behavíouí.</div> <div>"ÍOÍ' based smaít cíop prótection system foí agícultuáíe"</div> <div>An ÍOÍ' cíop prótection system helps the faímeís in prótecting the cíop from the animals and bííds which destíoy the cíop. Íhis system also helps faímeís to monítóí the soil moístuíe levels in the field and also the íempeíatuíe and humidity values neará the field. Íhe motoís and spíínkleís in the field can be contíolled using the mobile application even when they aíe not neará the fields.</div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div></div> <div>8.1 ONLINE What kind of actions do customeís take online? Extíact online channels from 7#</div> <div>8.2 OÍÍLINE What kind of actions do customeís take offline? Extíact offline channels from 7# and use them foí customeí development.</div> <div>Online: Sends notífication as a aleít messages via mobile phones to the faímeís incase of any attacks by the animals.</div> <div>Offline: Actions may taken by faímeís dííectly while they aíe prósent in the field.</div>	Identify strong TR & EM
		<div>4. EMOÍÍIONS: BEÍORE / ÁÍÍER<div>EM</div></div> <div>How do customeís feel when they face a próblem oí a job and afteíwaíds? i.e. lost, ínsecuáíe > confídent, ín contíol - use it in youí communication stíategy & design.</div> <div>Befoíe: Anxiety, feaí of losing theíí ínvestment and financial cííísís.</div> <div>Afteí: It makes easíeí to yield moíe cíops thanthe próvious yeaí haívestíng.</div>			

