

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>✓ Farmers.</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>✓ Budget ✓ No cash</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>✓ With available weather forecasting sites like Accuweather, windy and the weather channel</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div> <div>✓ To predict the rainfall and the crops that could be grown on a particular region based on the rainfall that that has been predicted.</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>✓ The unpredictable rainfall and climatic changes are the root cause of the problem. ✓ The customer has to do this to prevent their crops and land and to prevent the loss that occurs due to the problem.</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>✓ Directly related: find the right crop that could be grown on their region, predict the benefits. ✓ Indirectly associated: customers will have a relaxation and inner peace.</div>	

<div>3. TRIGGERS<div>TR</div></div> <div>✓ Seeing their neighbors using our application, planting/growing the crops and getting benefitted with the huge amount of profit.</div>	<div>10. YOUR SOLUTION<div>SL</div></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div></div> <div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</div> <div>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div>	Identify

	<div data-bbox="150 60 456 89">4. EMOTIONS: BEFORE / AFTER</div> <div data-bbox="719 60 761 89">EM</div> <div data-bbox="174 100 676 161"><div>✓</div><div>Dejected, insecure > confident, in control, satisfactory.</div></div>			
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