1. CUSTOMER SEGMENT(S)

Who is your customer?
Le working parents of 0-5 you kids



- Implements guided active contour method.
- Unconstrained active contours applied to the difficult natural images.
- Dealing with unsatisfying contours, which try and make their way through every possible grab cut in the border of the leaf.
- The proposed solution is used the polygonal modal obtained after the first step not only as an initial leaf contour but also as shape prior that will guide its evolution

6. CUSTOMER CONSTRAINTS



What constraints prevent your customers from taking action or limit their choices Of solutions? I.e. spending power, budget, no

- Production constraints have been identified that contribute to explaining the yield gap, i.e., limited water availability, limited nutrient availability, inadequate crop protection, insufficient or inadequate.
- Major Challenging Constraints to Crop Production Farming System and Possible Breeding to Overcome

5. AVAILABLE SOLUTIONS



Which solutions are available to the

Or need to get the job done? What have they tried in the past? What pros & cons

 Customer can test their soil in agricultural department and decide what fertilizer they can use Explore AS, differentiate

J&P

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- Choosing the wrong crop for land is moving tow most farmers face the problem of planting an inappropriate crop for their land based on a conventional or non-scientific approach.
- This is a challenging task for a country like India, where agriculture feeds approximately 42% of the population. And rds. Metro city for livelihoods, suicide, quitting the outcomes for the farmer of agriculture and give land on lease to industrialist or

9. PROBLEM ROOT CAUSE



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.

- Customers must do it because of the change in regulations.
- Without knowledge of fertilizer, over usage can affect soil and crop.
- Excess fertilizer alters the soil by creating too high of a salt concentration, and this can hurt beneficial soil microorganisms.

7. BEHAVIOUR



What does your customer do to address the problem and get the job done?

I.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

In agriculture aspects, if the plant is affected by leaf disease, then it reduces the grout and productiveness.



3. TRIGGERS



What triggers customers to act? I.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.

 Seeing neighbors' fields have more yield, watching awareness programs in T. V

4. EMOTIONS: BEFORE / AFTER



How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

At starting they will feel that the crops are not yielding properly, after using our project they will feel less tensioned about the growth of crops.

10. YOUR SOLUTION



If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.

- The device is created primarily for farmers. Farmers are the backbone of our country, and India is the world's second largest food producer.
- As a result, this technology will asset farmers in determining soil fertility and recommending which crops to grow.
- ➤ It also recommends the fertilizer that should be used to boost productivity. It detects many diseases in crops and recommends appropriate treatments to help them recover.
- It gives farming techniques to assist them enhance crop productivity.

8.CHANNELS of BEHAVIOUR



8.1 ONLINE

➤ As the internet takes over the agriculture sector, fertilizer companies are going digital as well. Gone are the days when growers had to browse shops and look for high-quality fertilizers. Now, you can order the best quality fertilizers online.

8.20FFLINE

More efficient use of animal manure and greater use, in rotations, of nitrogen-fixing crops – such as legumes which convert nitrogen from the air into a form that is biologically useful – will be crucial to replace synthetic nitrogen as part of the process of rebuilding soil fertility