



3. TRIGGERS

TR

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

EM

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

SL

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 assist 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

CH

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.**

8.2 OFFLINE

- 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