Define CS, fit into CC

1. CUSTOMER SEGMENT(S)　　　**CS**

- ➢ Farmers.
- ➢ People Know the Climate Changes Before.

6. CUSTOMER CONSTRAINTS　　　**C**

- ➢ Network Connection.
- ➢ Available Devices.

5. AVAILABLE SOLUTIONS　　　**AS**

- ➢ Customer Review and UPDATE
- ➢ Comment Box.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS　　　**J&P**

- ➢ The Problems Are Solved Within 24 Hours.
- ➢ Customers Service 24/7.

9. PROBLEM ROOT CAUSE　　　**RC**

- ➢ People They Don't Know the Upcoming Climate Changes.

7. BEHAVIOUR　　　**BE**

- ➢ The Percentage of Rainfall Each Month Receives When We Consider a India as Whole.

Focus on J&P, tap into BE, understand RC

3. TRIGGERS TR

➤ The Trigger is Mostly Used for Maintaining the integrity of the Information on the Database.

4. EMOTIONS: BEFORE / AFTER EM

➤ Every Year Planting Season Stirs Up A Wide Range of Feeling in Farmers. Tractors Are Rolling And Seeds Are In The Ground, Another Wave of Excitement And Anticipation Hits.

10. YOUR SOLUTION SL

➤ Advancing Monsoon Contributes Almost 80% of the Rainfall.
➤ We Considered Tamilnadu As One of The Subdivisions To Do Analysis.

8. CHANNELS of BEHAVIOUR CH

8.1 ONLINE

➤ Refer in Online.

8.2 OFFLINE

➤ Listening.
➤ Collecting the Data.