





Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)</div><div>Farmers those who engage in agricultural operations like crop growing, harvesting and selling.</div><div>CS</div></div>	<div><div>6. CUSTOMER CONSTRAINTS</div><div><div><div></div><div>Less knowledge and development towards the current environment changes and technologies.</div></div><div><div></div><div>Lack of awareness</div></div><div><div></div><div>Network issues</div></div></div><div>CC</div></div>	<div><div>5. AVAILABLE SOLUTIONS</div><div><div><div></div><div>Traditional ways of prediction</div></div><div><div></div><div>Precision farming</div></div></div><div>AS</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div><div><div></div><div>Helps them to understand data from different sources to obtain better understanding the crop yields.</div></div><div><div></div><div>Help them to use software applications and predictions to improve the agricultural output.</div></div></div><div>—</div></div>	<div><div>9. PROBLEM ROOT CAUSE</div><div><div><div></div><div>Various disease on the plants can be lead to reducing the quality of the crops productivity.</div></div><div><div></div><div>The insects on the plants can spread the disease.</div></div><div><div></div><div>Soil conditions</div></div><div><div></div><div>Water availability.</div></div></div><div>RC</div></div>	<div><div>7. BEHAVIOUR</div><div><div><div></div><div>Try to get from agricultural experts</div></div><div><div></div><div>Try to take up non-natural means of cultivation for quicker harvest</div></div></div><div>BE</div></div>	

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

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	3. TRIGGERS TR Observing that their neighbouring farmers are using natural or artifical ways to produce a higher yield.	10. YOUR SOLUTION SL  The solution for the problem, creating data report using past datasets.  Creative IBM cognos dashboard could make them better understand easily	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 8.2 OFFLINE  Try to use pesticides and fertilizers that increase gain but cause harm.  Irrigation channel changes.
	4. EMOTIONS: BEFORE / AFTER EM Before: Most of the farmers have Stress, and loosing self confidence After: Gain of self confidence		

I d e n t i f y s t r o n g T R & E

I d e n t i f