Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS
Who is your customer?
i.e. working parents of 0-5 y.o. kids

Farmers

6. CUSTOMER CONSTRAINTS   CC
What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

1. Insurance policies
2. Evaluate new technologies
3. contracting

5. AVAILABLE SOLUTIONS   AS
Which solutions are available to the customers when they face the problem
or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

1. Awareness among peoples
2. providing better education
3. enables to understand them

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS   J&P
Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

1. Managing the crops
2. Monitoring the labors
3. Gathering the information about the maximum yield

9. PROBLEM ROOT CAUSE   RC
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.

1. Due to weather conditions crop yield may damage
2. crops are more sensitive to everything

7. BEHAVIOUR   BE
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)

1. Improving quality of rural life
2. Reducing the risk factors
3. Improving agriculture infrastructure

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

Identify strong TR & EM

3. TRIGGERS   TR
What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

climatic conditions

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.

fear,insecurity->confidence, secure

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.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

1. Helping farmers to make the right decisions for yield
2. provides different types of crop
3. To cultivate the yield based on their own choice

8. CHANNELS of BEHAVIOUR   CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

crop production searches through online

Visiting the land and gathering information through offline

Identify strong TR & EM