Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Farmer Are The First CustomerForThisApplication.FarmerCan
Easily Use This Application And GetSuggestion For Fertilizer To UsedCorrectly.

6. CUSTOMER CONSTRAINTS

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.

Availabilityofgoodnetworks.
Capturing the image in a required pixels toget a accurate prediction of disease in theplant.

5. AVAILABLE SOLUTIONS

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

People are judge the disease in plantsby Identifying through the change ofleaf'squality

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.

This application focuses on helping for thefarmerwhoneedsabetterrecommendationoffertilizerontheinfectedplants.identifying thedisease isoneof thebiggest problemhere.

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.

Variousdiseaseontheplants can lead to reducing the quality andquantity of the crops productivity. Theinsects on the plants can spread thedisease.

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)

Directly
Farmercaneasilyidentifythediseasebytheapplication and they don't need any extraknowledgeonthediseaseprediction.
Indirectly
Farmer can be able to get resulthroughonlineimmediately.

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

Identify strong TR & EM

3.TRIGGERS   `TR`

Seeingtheircropsare beinginfectedbydiseaseandfacinghugeloss inquantityandquality

4.EMOTIONS:BEFORE/AFTER   `EM`

Before losing self-

confidence,distressAftergaining self-

confidence relief

10.YOURSOLUTION   `SL`

Usingthefertilizerisonethesolutionforthe diseaseintheplants.Our
Application use the image of the infectedplantbyidentifyingthediseaseand suggestthegoodfertilizerforthedisease.

8.CHANNELSof BEHAVIOUR   `CH`

8.1ONLINE Basic knowledge ontheplantandfertilizer

8.2OFFLINE People try to identify the disease by the qualityoftheleaf's

Identify strong TR & EM