Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

Who is your customer?
  Farmers
  Agriculture related workers

6. CUSTOMER CONSTRAINTS `CC`

What constraints prevent your customers from taking action or limit their choices of solutions?
  spending power, budget, network connection.

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?

  Formers wants to monitor their crops and control their irrigation as much as in easy way.

  In past they must to visit that place then gather the information about their agricultural land.

  It provides a 24x7 monitoring for agricultural land.

  Sometimes any error will occur it make high cost for solve.

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?

  They must know about moisture and temperature for the particular crops.

  Correct way to handle the system.

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?
  Most of the users have their agricultural land too far away from their home.
  Sometimes they can't travel to that place then they will suffer.
  Sometimes they forget to irrigate to their crops by some reasons.

7. BEHAVIOUR `BE`

What does your customer do to address the problem and get the job done?
  Users monitor their land's moisture and temperature level when they free.

  Users put Auto mode for control the motor without their action.
  Some difficult situation they set manual mode to control the motor.

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

Identify strong TR & EM

3. TRIGGERS `TR`

What triggers customers to act?
  When they feel about their crops and agricultural land.
  Then they use this system to monitor the soil's moisture.

4. EMOTIONS: BEFORE / AFTER `EM`

How do customers feel when they face a problem or a job and afterward?
  before:
    Insecure > confident
    Think like "waste of money"
  after
    very nice
    easy for using

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.

  This is the current solution to monitor moisture, temperature, and humidity when they want.
  Then it is able to control the motor.
  The interface and design are well and good.
  finally, it was a simple easy solution.
  This system includes a mobile application that will show information about soil like temperature and moisture and motor control options also.

8. CHANNELS of BEHAVIOUR `CH`

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

  Monitoring soil moisture and temperature
  Control the motor (ON/OFF)

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

  Without the internet, users can't do anything here because wireless devices need the internet to do tasks like transmitting/receiving signals

Identify strong TR & EM