

1. CUSTOMER SEGMENT(S)

Who is your customer?

- Farmers are our primary customers to solve their problem in choosing right fertilizers.
- Our secondary customers are the researchers to make their job easy with our AI Technology.
- People who couldn't afford for a Consultant for choosing crops and fertilizers .

CS

6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices of solutions?

CC

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the or need to get the job done?

AS

- This is basically a web application , Which is Supported in almost all devices.
- The easy graphical representation make a clear understanding for all people.
- The Results for their problem will be in minute .

- By using the AI will end up the existed problem , by provide results in low price.
- Its affordable by all people and the results are provided instantly
- Its Supports in Mobile ,Desktop, etc (Almost all device support)

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers?

J&P

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?

RC

7. BEHAVIOUR

What does your customer do to address the problem and get the job

BE

Define CS, fit into CC

- Its provides a good fertilizer recommendation for their crops.
- Its analyzes the disease which affects their plants .
- Its shows a set of crops which suitable for their soil and their climate .

3. TRIGGERS

TR

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

4. EMOTIONS: BEFORE / AFTER

EM

- Its reduces the farmers unwanted Work load ,stress , money , time , etc ...

10. YOUR SOLUTION

SL

- By Building a AI , ML based web application make their issues resolved in seconds .
- Make their expensive process affordable .
- Minimize the Time for analyze their problem and provide results in seconds .
- Easy Graphical representation makes a better understanding by everyone .

8. CHANNELS of BEHAVIOUR

CH

ONLINE

- Their Data analyzed early with help of cloud rendering

OFFLINE

- Its improves their crops production and reduces the losses .

Identify strong TR &

J&P, tap into BE, understand RC

Extract online & offline CH of