Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

Farmer is our customer

6. CUSTOMER CONSTRAINTS

The main limitation to our customer is the lack of connectivity in rural areas and

5. AVAILABLE SOLUTIONS

Right Now, Irrigation is managed remotely. We are trying to track Greenhouse Gases, Predicting crops requirement before.

Explore AS, differentiate

Focus on J&P, tap into BE, understand

2. JOBS-TO-BE-DONE / PROBLEMS

It helps in monitoring crops remotely and to take control of motor and other sensor-based devices

9. PROBLEM ROOT CAUSE   **RC**

Agriculture prediction is hard because to predict we must consider lot of parameters and some parameters are not sensed by sensors

7. BEHAVIOUR   **BE**

Use of Proper drainage system to overcome the effects of excess water from heavy rain. Use of hybrid plants that are resistant to pests

Focus on J&P, tap into BE, understand

I d e n t i f y s t r o n g T R & E	**3. TRIGGERS** `TR` Explaining the use and need of this product in the government agricultural training centers **4. EMOTIONS: BEFORE / AFTER** `EM` Affrighted about weather, Fear of diseases affecting plants and pesticides > Now they are in 24/7 monitoring remotely and they also get alarmed frequently.	**10. YOUR SOLUTION** `SL` Using cellular network for connectivity can solves the connectivity issues, Using Edge-computing can unlocks computing problems, making it cost efficient can attracts more customers.	**8. CHANNELS of BEHAVIOUR** `CH` ONLINE Youtube as the online communication channel OFFLINE Newspaper Advertisement as offline communication medium.	**I d e n t i f y s t r o n g T R & E**