ESTIMATE THECROP YIELD USING DATA ANALYTICS

1.CUSTOMER SEGMENT(CS)

Farmer

Crop production will become more difficult with weather change and environmental degradation

6.CUSTOMER CONSTRAINT

- Reduce crop damage
- Crop duration
- Crop yield crops

5.AVAILABLE SOLUTION

- Improve the Quality of the product
- Increased Productivity

2.JOB-TO-BE-DONE / PROBLEM

- Analyse the growth of plants
- To improve the crop productivity
- Improve the profit

9.PROBLEM ROOT CAUSE

- Healthy crop production
- Reducing Waste
- Improving profits

7 BEHAVIOUR.

Pain :

- Due to Extreme weather disrupt the crop production
- Scared to make Wrong decisions

Gain :

- Increased profitability
- Better productivity

3. TRIGGERS

- High Usage of Pesticides

and fertilizers at wrong Time

4. EMOTIONS:

- Stressed & confused
- Troubled & worried

10. YOUR SOLUTION

- Digital Farming and precision Agriculture
- Forecast weather condition by users location
- Analyse the crop yield

8. CHANNELS OF BEHAVIOUR

Online:

Accessing web page

By Socialmedia and advertisments