Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

- Farmers

- Individuals associated with agricultural activities, cultivation, harvest and sales of the harvested goods.

6. CUSTOMER CONSTRAINTS `CC`

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.

- Monetary Issues
- Network Issues
- Lack of Awareness
- Quality of soil, manure, water etc.

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? i.e. pen and paper is an alternative to digital notetaking

- Traditional ways of prediction
- Precision farming

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

- Help them understand the usage of prediction and software for better results in agriculture

- Data is to be collected and awareness should be brought in order to orchestrate the above mentioned

9. PROBLEM ROOT CAUSE `RC`

- Weather conditions
- Soil Conditions
- Water availability
- Unpredictable weather conditions
- Pest issues
- Manure and other usages
- Crop resistance

7. BEHAVIOUR `BE`

- Try to get help from agricultural experts
- Try to take up non-natural means of cultivation for quicker harvest

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

3. TRIGGERS   TR

What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.

Seeing their neighbor farmers have a better yield by usage of natural or non natural means

4. EMOTIONS: BEFORE / AFTER   EM

How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Before: insecure > strength / trust of growth: After

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.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behavior.

An interactive, visualization dashboard that precisely indicates the predictions of the needed parameters for farmers to get insights about what is needed. It is a one-stop solution and there is no extra setup that is required.

8. CHANNELS of BEHAVIOUR   CH

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

None

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

- Trying to use pesticides and fertilizers that increase gain but cause harm
- Irrigation channel changes