

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?  
i.e. working parents of 0-5 y.o. kids

The farmer are our customer. Who work in fields and yield crop

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.

Less knowledge and development towards the current environmental changes and technologies, they follow ancient methods, which is also worthy but, the climatic changes and new kind pesticides attack make more losses

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

They have the dataset. But they don't have the perfect data report, which can help them overcome the problem

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? There could be more than one; explore different sides.

Data report should be created to reduce the loss of the crop and earn more profit in agriculture field

Loss in agriculture, less amount of crop yield

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?  
i.e. customers have to do it because of the change in regulations.

The problem exists because of the climatic changes, soil condition because of continuous cropping, unknown form pest attacks pre-caution them.

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job done?  
i.e. directly related: find the right solar panel installer, calculate usage and benefits;  
indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

Some farmers do get advice from nearby Agriculture welfare office, many of them don't get it properly.

According to them, they cultivate the

Many of the farmers don't have much knowledge to take help from online resources.

They try to contact offline agriculture office

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



Identify strong TR & EM

4.EMOTIONS:BEFORE/AFTER

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.

EM

Many farmers in India have committed to suicide because of the loss they faced in agriculture

The solution for the problem, creating data report using past datasets, in a understandable way using IBM cognos dashboard (visuals) could make them understand easily

Identify strong TR & EM