

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

➤ Farmers.

➤ People Know the Climate Changes Before.

6. CUSTOMER CONSTRAINTS

C

➤ Network Connection.

➤ Available Devices.

5. AVAILABLE SOLUTIONS

AS

➤ Customer Review and Updation.

➤ Comment Box.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

➤ The Problems Are Solved Within 24 Hours.

➤ Customers Service 24/7.

9. PROBLEM ROOT CAUSE

RC

➤ People They Don't Know the Upcoming Climate Changes.

7. BEHAVIOUR

BE

➤ The Percentage of Rainfall Each Month Receives When We Consider a India as Whole.

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

3. TRIGGERS

TR

- The Trigger is Mostly Used for Maintaining the integrity of the Information on the Database.

4. EMOTIONS: BEFORE / AFTER

EM

- Every Year Planting Season Stirs Up A Wide Range of Feeling in Farmers. Tractors Are Rolling And Seeds Are In The Ground, Another Wave of Excitement And Anticipation Hits.

10. YOUR SOLUTION

SL

- Advancing Monsoon Contributes Almost 80% of the Rainfall.
- We Considered Tamilnadu As One of The Subdivisions To Do Analysis.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

- Refer in Online.

8.2 OFFLINE

- Listening.
- Collecting the Data.