

Define CS, fit into CC

1.CUSTOMER SEGMENT(S)

CS

- Farmers are the customer here.

6.CUSTOMER CONSTRAINTS

C

- Lack of knowledge for seed treatment.
- Lack of farm equipment.
- Inadequate knowledge

5.AVAILABLE SOLUTIONS

AS

- By knowing the type and strength of farmland soil.
- Getting right seeds.
- Marketing for good price.

Explore AS, differentiate

Focus on J&P, tap into BE, understand

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

- Cope with climate change,soil and bio-diversity loss.
- Meet rising demand for more food of higher quality.
- Stay resilient against global economic factors.

9. PROBLEM ROOT CAUSE.

R

- The smart farming devices enable the farmers to boost their lives.
- Indians Economy.

7. BEHAVIOUR

BE

- Farmers have gained control over the process of raising livestock and growing crops.
- Making it more predictable and improving its efficiency.

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

Identify strong TR & EM

3. TRIGGERS

T

- Automation and robotics labor Irrigation and crop management.
- Drones and sensors.

4. EMOTIONS: BEFORE / AFTER

EM

- Lack of storage facilities.
- Dealing with local trades and middle man.
- Small and fragmented Holding of land.

10. YOUR SOLUTION

SL

- Improving the quality of rural life.
- Reducing livestock Methane Emissions.
- Organic practices.
- Advanced technologies to handle the farmlands.

8.CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

- It reduce farmers information search cost,enabling them to obtain technical information in a timely and convenient manner.

8.2 OFFLINE

- In offline the farmers invention and technologies does not reach the world.

Extract online & offline CH of BE