 Purpose / Vision

**Explore AS, differentiate**

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

**Deﬁne CS, ﬁt into CC**

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

**AS**

**5. AVAILABLE SOLUTIONS**

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

1. **CUSTOMER SEGMENT(S)**

* Sensor monitoring through IOT .
* Disease can be spotted through sensor . Help support can be provided easily.
* Access every thing through portable devices.
* Monitor the status using the mobile application.
* Roleplay of agriculture will be Developed using technology
* User can access large no of Data’s of the crops.

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**BE**

**7. BEHAVIOUR**

**RC**

**9. PROBLEM ROOT CAUSE**

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

* Customer need to report to us within 24 hour through mail.
* Don’t share deep personal details to others.
* Animals destroying the crops.
* Prevent Crops before getting affected.
* Monitoring the crops when ever we need 24/7 support .

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| **Identify strong TR & EM** | **3. TRIGGERS TR**  Take the biggest step in your life  By getting best job and employee. | **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 behaviour. | 1. **CHANNELS of BEHAVIOUR CH**     1. **ONLINE**   What kind of actions do customers take online? Extract online channels from #7   * 1. **OFFLINE**   What kind of actions do customers take ofﬂine? Extract ofﬂine channels from #7 and use them for customer development. | **Extract online & ofﬂine CH of BE** |
| **4. EMOTIONS: BEFORE / AFTER EM**  Easy to find job and applay multiple company for job is very easy. |

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