Farmers are our Customers.

fit into

CS

6. CUSTOMER CONSTRAINTS

7. BEHAVIOUR

AS

What constraints prevent your customers from taking action or limit their choices

The availabilty of device, proper Network facilities and budget are several constraints, Knowledge about the application.

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the 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

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Most commonly used irrigation type is Drip irrigation the most common disadvantage is when the water is not filtered properly there will be clogs and the tubes will get affected easily. In smart farming we can use solar empowered smart irrigation system to overcome this.

2. JOBS-TO-BE-DONE / PROBLEMS

To make farming easier

Which jobs-to-be-done (or problems) do you address for your

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

J&P

9. PROBLEM ROOT CAUSE



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.

What is the back story behind the need to do i.e. customers have to do it because of the change in

What is the real reason that this problem exists?

When there is no knowledge about the soil problem arises on what to be sowed, climatic conditions also play a major role. Knowledge on how to water the plants accordingly

The customers will reach us when they dont haveidea on how to analyse the soil and to improve the current irrigation system

1. Monitoring farms climatic conditions.

more quantitately.

2. Automatic systems for irrigation and Fertilization. 3.Soil analysis.

What triggers customers to act? i.e. seeing their neighbour installing

To get correct accuracy on what to be done on

the farm and to produce more crops and livestock

3. TRIGGERS

quantitavely.

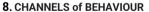


10. YOUR SOLUTION



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





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

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

As when the productivity increases farmers will be satisfied. They will not worry about the loss. Irrigation will be more efficient than before.

There will be less weed growth, Maximum use of water efficiently, Control of soil erosion and maximum crop yield.

we will reach the customer directly ask about their problems and provide effective solutions if their problems match our application and provide them knowledge about our application to make their farming even more easier.