

Exploratory Analysis of Rainfall Data in India For Agriculture

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| Define CS, fit into CC | <div><div>1. CUSTOMER SEGMENT(S)</div><div>Who is your customer? i.e. working parents of 0-5 yr. kids</div><div>People who are the part of farming and directly dependent on rainfall, especially farmers</div></div> | <div><div>6. CUSTOMER CONSTRAINTS</div><div>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.</div><div>Lack of network and technology Low Budget</div></div> | <div><div>5. AVAILABLE SOLUTIONS</div><div>Which solutions are available to the customers when they face the problem</div><div>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</div><div>predicting rainfall by cloud movements in the sky based on cloud types Pros; It worked and rainfall is predicted correctly. Cons: Often Inaccurate and rainfall occur in different place</div></div> | Explore AS, differential |
| | <div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div>Uncertainty of rainfall in different places in various seasons.</div></div> | <div><div>9. PROBLEM ROOT CAUSE</div><div>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</div><div>The main cause of problem is physical factors like atmospheric pressure, humidity, heat intensity etc. These factors are responsible for changes in climate, weather and seasons.</div></div> | <div><div>7. BEHAVIOUR</div><div>What does your customer do to address the problem and get the job done?</div><div>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)</div><div>Finding the most appropriate weather from media Using weather application in smartphones.</div></div> | |

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| <div><div>3. TRIGGERS</div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div>Seeing false news in news channel about the weather in their area.</div></div> | <div><div>10. YOUR SOLUTION</div><div>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.</div></div> | <div><div>8. CHANNELS of BEHAVIOUR</div><div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</div><div>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div></div> |
| <div><div>4. EMOTIONS: BEFORE / AFTER</div><div>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</div><div>Lack of confidence, hopelessness..</div></div> | | |

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