

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?

- Farmers are our primary customer to solve their problem in choosing right fertilizers.
- Our secondary customers are the researchers to make their job easy with our AI Technology.
- People who couldn't afford a Consultant for choosing crops and fertilizers.

6. CUSTOMER CONSTRAINTS

CC

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

- This is basically a web application, which is supported on almost all devices.
- The easy graphical representation makes a clear understanding for all people.
- The results for their problem will be in minutes.

5. AVAILABLE SOLUTIONS

AS

Which solutions are available to the customers when they face the need to get the job done?

- By using the AI will end up the existed problem, by providing results in low price.
- It's affordable by all people and the results are provided instantly.
- It supports in Mobile, Desktop, etc (Almost all device support)

2. JOBS-TO-BE-DONE/PROBLEMS

J&P

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

- It provides a good fertilizer recommendation for their crops.
- It analyzes the diseases which affect their plants.
- It shows a set of crops which is suitable for their soil and their climate.

9. PROBLEM ROOT CAUSE

RC

What is the real reason that this problem exists? What is the backstory behind the need to do this job?

- The traditional way is expensive.
- Farmers want to get results instantly.
- To improve production in low cost and easy.
- Traditional way not contains an easily understandable graphical representation of results.

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job done?

- By using our product, they are able to save a lot of money spent for an expert.
- It saves time and makes their process faster.
- It improves their field growth with our product.
- It ensures the causes previously and provides solutions before the damage happens.

3. TRIGGERS

TR

- People will feel that our product provides a bunch of valuable services affordable.

4. EMOTIONS: BEFORE/AFTER

EM

- It reduces the farmer's unwanted workload, stress, money, time, etc...

10. YOUR SOLUTION

SL

- By building an AI, ML based web application make their issues resolved in seconds.
- Make their expensive process affordable.
- Minimize the time for analyzing their problem and provide results in seconds.
- Easy graphical representation makes a better understanding by everyone.

8. CHANNELS of BEHAVIOUR

CH

- ONLINE
- Their data analyzed early with help of cloud rendering
- OFFLINE
- It improves their crops production and reduces the losses.