**Project Title:** Exploratory Analysis of Rain Fall Data in India for Agriculture

**Project Design Phase-I**  **Team ID:PNT2022TMID14038**

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

**Explore AS, differentiate**

**Deﬁne CS, ﬁt into CC**

* Normal ratio method
* Well planned trainage system
* Application knowledge
* Alternative to digital note taking Arithmetic mean method

**AS**

**5. AVAILABLE SOLUTIONS**

* Budget
* Unreliable resources for data
* Financial situation
* Cost and time limitation

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

* Crop Farmer
* Fisher men
* Rural area
* public

**Explore AS, differentiate**

**Define CS, fit into CC**

**BE**

**7. BEHAVIOUR**

* Tally on uneducated guidance
* Customer will be experienced inner calm and relaxation which is a indirect associate

**RC**

**9. PROBLEM ROOT CAUSE**

* Prevent crop destruction and improve crop productivity
* Unpredictable weather
* Climate change

**J&P**

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

* Pest control
* Fertilizer training
* Renewable energy usage
* Exploring the data
* Visualising the data
* Agriculture

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

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

**Identify strong TR & EM**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Identify strong TR & EM** |  | **3. TRIGGERS TR**  Posting advertisement and give free subscription for their satisfaction and it increase their income. This triggers their emotion to use our app continuously. | 1. **CHANNELS of BEHAVIOUR CH**     1. **ONLINE**   An online it has a specific video to console  their problem   * 1. **OFFLINE**   In offline customers has a direct6 consultant |  |
| **4. EMOTIONS: BEFORE / AFTER**  **BEFORE: EM**  Doubt about their income and lack of agriculture knowledge  AFTER:  Increased income and more knowledge  about agricultural field. |