Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS
Who is your customer?
i.e. working parents of 0-5 y.o. kids

Farmers are the customers

6. CUSTOMER CONSTRAINTS — CC
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.

1.Inadequate crop protection
2.Minimal labor cost.
3.Limited nutrients availability.

5. AVAILABLE SOLUTIONS — AS
Which solutions are available to the customers when they face the problem
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

1.Promotes local food consumption.
2.Improves crop distribution.
3.Promotes more welfare for farmers.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P
Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

1.Planting,cultivating.
2.Monitoring climatic conditions.
3.Supervising farm labor.

9. PROBLEM ROOT CAUSE — RC
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.

Smart farming helps in reducing overall Costs and improves the quality of crops.

7. BEHAVIOUR — BE
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. Greenpeace)

To monitor all agricultural activities such as land , soil moisture, atmospheric pressure and humidity.

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

3.TRIGGERS — TR
Whattriggerscustomerstoact?i.e.seeingtheirneighbourinstallingsolarpanels,reading aboutamoreefficientsolutioninthenews.

1.Decrease in variety of crops.
2. Loss of agricultural land.

10.YOURSOLUTION — SL
Ifyouareworkingonanexistingbusiness,writedownyourcurrentsolutionfirst,fillinthecanvas ,andcheckhowmuchitfitsreality.
Ifyouareworkingonanewbusinessproposition,thenkeepitblankuntilyoufillinthe canvas and come up with a solution that fits within customer limitations,solvesaproblemandmatchescustomerbehaviour.

8. CHANNELSofBEHAVIOUR — CH
ONLINE
Whatkindofactionsdocustomerstakeonline?Extractonlinechannelsfrom#7

OFFLINE
Whatkindofactionsdocustomerstakeoffline?Extractofflinechannelsfrom#7andusethemfor customerdevelopment.

4. EMOTIONS:BEFORE/ AFTER

Howdocustomersfeelwhentheyfaceaproblemorajobandafterwards?

i. e.lost,insecure>confident,incontrol-useitinyourcommunicationstrategy&design.

1.Poor irrigation facilities.
2. Lack of modern equipment.
3.Unavailability of good quality of seeds.

1.Adopt and learn new technologies.
2.Provide better irrigation facilities.
3.Invest in farm productivity.
4.Improving agricultural qualities in rural areas.

1.Reduces dislocation and migration.
2.Farmers can see and manage all data and equipment using one device in real time without going on the field.