

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> Who is your customer? i.e. working parents of 0-5 y.o. Kids  Ø Farmers who are trying to protect crops from various problems  Ø Farmers, Who is not near his field	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> 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.  Ø Lack of man power  Ø Not aware of the implementation of IoT in agriculture	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> 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  Ø Monitoring different parameters and mobile or web application can make easily to farm the crop field  Ø Automation in irrigation.	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.  Ø Improper maintenance of crops  Ø Crops are not irrigated properly.  Ø Animals attack fields before harvest  Ø Protecting crops from wild animals birds and pests.  Ø The existing electric fences method for crop protection is not considered as the best solution	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> 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  Ø Due to various environmental factors such as temperature, climate to photography and soil quality which results in crop destruction  Ø The animals in search of food, enter the field and damage all the crops before harvesting. It affects the yield terribly	<b>7. BEHAVIOUR</b> <span>BE</span> 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)  Ø Searching for an alternative solution for an existing solution.  Ø <b>Directly related:</b> Farmers made electric fences and scarecrow to fear the animals  Ø <b>Indirectly related:</b> Involved human labours	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<b>3. TRIGGERS</b> <span>TR</span> What triggers customers to act? i.e. seeing their neighbour installingsolar panels, reading about a more efficient solution in the news.  Ø Reading about the system in advertisements  Ø Creating opportunities to lift people out of poverty in developing nations	<b>10. YOUR SOLUTION</b> <span>SL</span> 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 inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.  Ø The device will detect the animals and birds. It generates an alarm and avoid animals from destroying the crop  Ø The device will also monitor the soil moisture levels, temperature, humidity values and also control the motors	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span> <b>8.1 ONLINE</b> What kind of actions do customers take online? Extract online channels from #7  <b>8.2 OFFLINE</b> What kind of actions do customers take offline? Extract offline channels from #7and use them for customer development.  Ø <b>ONLINE:</b> The Data send through application for the farmersto know about the farms.  Ø <b>OFFLINE:</b> The control action is taken by the farmers to monitor the farms.	Identify strong TR & EM

	<div><div>4. EMOTIONS: BEFORE / AFTER</div><div><div>EM</div><div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</div></div><div>Ø Mental frustrations due to insufficient production of crops</div><div>Ø <b>BEFORE:</b> Finances, Heavy work overload and conflict in relationship</div><div>Ø <b>AFTER:</b> Being boosted and happy after the solution has installed</div></div>			
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