Define CS, fit into CC

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

Our clients are farmers.

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.

There are various restrictions, including budget, network accessibility, and application knowledge.

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

The most popular irrigation method is drip irrigation, but one of its biggest drawbacks is that if the water is not adequately filtered, blockages will form and the tubes will be susceptible to damage. To get around this in smart farming, we can employ

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.

To quantitatively and easily facilitate farming.

1. Monitoring the weather at farms.
2. Automatic irrigation and fertilizing systems.
3. Examination of soil.

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.

When there is uncertainty regarding the soil, it becomes difficult to determine what should be sown. Climate conditions are also important. understanding of how to properly water plants.

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)

When a customer is unsure of how to evaluate the soil and upgrade the current irrigation system, they will contact us.

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

Identify strong TR & EM

3. TRIGGERS TR
What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

To obtain accurate information about what should be done on the farm and to quantitatively generate more crops and livestock.

4. EMOTIONS: BEFORE / AFTER EM
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.

Farmers will be happy once productivity increases. They won't be concerned about the loss. There will be improved irrigation efficiency.

10. YOUR SOLUTION SL
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.

Less weed growth, the most effective use of water, prevention of soil erosion, and maximum crop output will all be achieved.

8. CHANNELS of BEHAVIOUR CH
8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

In order to make their farming even simpler, we will contact the customer directly, inquire about their concerns, and, if those problems align with our application, offer appropriate solutions..

I'll use advertisements to do digital marketing in an online setting..

Identify strong TR & EM