

	<div>1.CUSTOMER SEGMENT(S)</div> <div>Farmers and Students are the customers.</div>	<div>6.CUSTOMER CONSTRAINTS</div> <div>High quality products on low budget ,easily affordable for everyone.</div>	<div>5.AVAILABLE SOLUTIONS</div> <div>Toll free 24/7 customer service for time saving .</div>	
	<div>2.JOBS-TO-BE –DONE/PROBLEMS</div> <div>Sensor Weakening in smart farming applications.</div>	<div>6.PROBLEM ROOT CAUSE</div> <div>Improper maintenance of sensor and corrosion ,oxidation ,dust accumulation.</div>	<div>7.BEHAVIOUR</div> <div>Improper measurement and the speed of the device is slow.</div>	

Focus

2. JOBS-TO-BE-DONE / PROBLEMS

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

9. PROBLEM ROOT CAUSE

What is the real reason that this problem

RC

7. BEHAVIOUR

What does your customer do to address the problem and get the

BE

Focus on J&P, tap into BE, understand

1. CUSTOMER SEGMENT(S)

Who is your customer?
i.e. working parents of 0-5 y.o. kids

CS

6. CUSTOMER CONSTRAINTS

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.

CS

5. AVAILABLE SOLUTIONS

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

CS

EM	<div>3. TRIGGERS</div> <div>Easily accesseble and eco friendly, time saving and also AI(ARTIFICIAL INTELLIGENCE).</div>	SL	10. YOUR SOLUTION	CH	8. CHANNELS of BEHAVIOUR
	<div>4. EMOTIONS: BEFORE / AFTER</div> <div>BEFORE: time is saved and making work smarter</div> <div>AFTER : Frustrated , can not make a proper monitoring.</div>				
Identify strong TR & EM					