Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

Farmers are our customer

6. CUSTOMER CONSTRAINTS CC

Network connection, Minimum Spending time, Details for the previous soil test data.

5. AVAILABLE SOLUTIONS AS

- Easy to work done,
- Farmer Easily understand the application interface,
- Searching to get result is similar result showing former little difficult.
- Upload the details clearly.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS J&P

To find the solution to the farming queries, to getting the image of the plant or getting the farming land information to give the solution.

9. PROBLEM ROOT CAUSE RC

User no need to go any other places to using Mobile or Desktop browser to get solution to the agricultural queries.

7. BEHAVIOUR BE

- To cure the plant disease.
- To use Fertilizer to give the stable condition for the soil Nutarians.

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

Identify strong TR & EM	**3. TRIGGERS** **TR**
	
	  Anytime access, free of cost, work efficiency, find the disease.
	
	4. EMOTIONS: BEFORE / AFTER **EM**
	
	 Farmers need to deal with many problems cope with climate change, soil Erosion and biodiversity loss. Farmers didn't know all the information about farming techniques and disease.
	
	 Get disease for plant to find the problem with solution to the disease Case.
		10. YOUR SOLUTION **SL**
		
		  To get the image and also agricultural land information to recommend the Fertilizers .
		Also give the disease prediction ideas .
		  It fit the agricultural quires to improve the growth of the crops.
			8. CHANNELS of BEHAVIOUR **CH**
			
			  Online

Identify strong TR & EM			