

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div><ul style="list-style-type: none"><li>MINISTRY OF AGRICULTURE</li></ul></div></div>	<div>CUSTOMER LIMITATIONS<div>CC</div><div><ul style="list-style-type: none"><li>CLIMATE CHANGES CAN'T BE PREDICTED</li><li>FORMAL ANALYSIS ARE NOT ACCURATE ENOUGH TO PREDICT</li></ul></div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div><ul style="list-style-type: none"><li>TRADITIONAL METHOD OF SELECTING SEEDS</li><li>LISTENING TO METEOROLOGIST FOR FORECASTING WEATHER</li></ul></div></div>	Explore AS, differentiate

Focus on J&P, tap into BE, understand RC	<div>2. JOBS –TO-BE-DONE / PROBLEMS<div>J&amp;P</div><div><ul style="list-style-type: none"><li>NOT KNOWING WHAT CROPS ARE SUITABLE TO GROW IN THE SELECTED FIELD</li><li>KNOWING THE WEATHER CHANGES BEFOREHAND</li></ul></div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><div><ul style="list-style-type: none"><li>DUE TO ABNORMAL WEATHER CHANGES CROPS GET DESTROYED</li><li>SOIL NUTRITIONS GET VARIED IN DIFFERENT PLACES</li></ul></div></div>	<div>7. BEHAVIOUR<div>BE</div><div><ul style="list-style-type: none"><li>WEATHER UPDATION BY METEOROLOGIST</li><li>VISITING THE SOIL TESTING LABORATORY</li></ul></div></div>	Focus on J&P, tap into BE, understand RC

Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div><div><ul style="list-style-type: none"><li>ANALYZING THE CROP YIELD BEFORE SOWING</li></ul></div></div>	<div>10. YOUR SOLUTION<div>SL</div><div><ul style="list-style-type: none"><li>ANALYZING THE CLIMATE CHANGES USING REGRESSION ANALYSIS</li><li>DENSITY BASED CLUSTERING TECHNIQUE IS USED TO ANALYZE THE FIELD COMPONENTS</li></ul></div></div>	<div>8. CHANNELS OF BEHAVIOUR<div>CH</div><div><div><ul style="list-style-type: none"><li>ONLINE: CHECKING OUT THE CLIMATE CHANGES AND ANALYZING THE CROP YIELD</li></ul></div><div><ul style="list-style-type: none"><li>OFFLINE: VISITING THE SOIL TESTING LABORATORY</li></ul></div></div></div>	Extract online & offline CH of BE
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><div><ul style="list-style-type: none"><li>BEFORE: CONFUSED ABOUT WEATHER CHANGES</li><li>AFTER: FEEL IN EASE, RELAXED</li></ul></div></div>			