

Define CS, fit into CL	<div>1. CUSTOMER SEGMENT(S)<div>CS</div>Farmers and landowners Private Agricultural contract companies Can be included in Government welfare scheme</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><div>EG. BUDGET, DEVICES</div>Money, network connectivity, lack of government support, financial stress, family situations unawareness of the new technologies.</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div>PLUSES & MINUSES</div>Boundary walls and Solar fences are built around the sensitive areas to prevent the wild animal attacks. Electric fences were used to control livestock. Sensor based technologies are used to detect animals but they can't find the kind of animal that enters the farm.</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>JP</div><div>+ ITS FREQUENCY</div><div><div><div>◆ Loss of human life due to human animal conflict</div><div>◆ Difficulty in irrigating large farms manually.</div><div>◆ Less production due to climatic changes.</div><div>◆ Unable to monitor the farm during night time.</div></div><div><div>Harvest season</div><div>Everyday</div><div>Drought</div><div>Night time and during extreme climate</div></div></div></div>	<div>9. PROBLEM ROOT / CAUSE<div>RC</div>Farms near the forest area are in the danger of animal intrusion unexpectedly Wastage of water due to over irrigation. Reduced productivity due to improper monitoring of Crop field. Damage to Crops by trespassed animals will leads to loss of revenue to farmers.</div>	<div>7. BEHAVIOR + ITS INTENSITY<div>BE</div><div><div><div>◆ Using crackers to drive away the animals from the farm.</div><div>◆ Fighting with neighbouring land owners regarding the inadequate water for irrigation.</div><div>◆ Quiet farming and involve in other kind of works due to less income.</div><div>◆ Surveillance of farmland in late night manually which may lead to human animal conflicts.</div></div><div><div>Frequently</div><div>Rarely</div><div>Frequently</div><div>Frequently</div></div></div></div>	
Focus on PR, tap into BE, understand RC				Focus on PR, tap into BE, understand RC
	<div>3. TRIGGERS TO ACT<div>TR</div>Family's economic condition. By hearing about the new farming technologies that are easy and comfortable . Loss of life in human animal conflicts.</div>	<div>10. YOUR SOLUTION<div>SL</div><div><div>◆ Using computer vision for identifying and classifying trespassed wild animals and cattles and diverting them using speakers.</div><div>◆ Implementing an automatic irrigation system.</div><div>◆ Monitoring the soil conditions and controlling the motor and sprinklers can be done with the help of mobile application using WiFi module.</div></div></div>	<div>8. CHANNELS of BEHAVIOR<div>CH</div><div><div>ONLINE</div><div>OFFLINE</div></div><div>Farmlands, Society</div></div>	
Identify strong TR & EM	<div>4. EMOTIONS<div>EM</div><div>BEFORE / AFTER</div><div><div>◆ Before: Fear of animals and tired of heavy workloads.</div><div>◆ After: Relieved, Secure, Confident and happy.</div></div></div>			Extract online & offline CH of BE