

1. CUSTOMER SEGMENT(S)**CS**

Farmer who needs to improve his/her farming pattern and also its productivity

6. CUSTOMER CONSTRAINTS**CC**

- Pests
- high cost of inputs
- shortage of land
- weed infestation
- shortage of inputs
- low yield
- poor quality of seed
- poor soil fertility

5. AVAILABLE SOLUTIONS**AS**

The precision agriculture tools allow farmers to obtain knowledgeable farm management decisions, machine and operator efficiency, lower input costs as well as higher yield production.

Precision farming includes:

- Use of smart phone/tablet
- Store your data on cloud
- Use of GPS
- Variable rate fertilizer
- Variable rate seeding

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

Using Precision farming the technique is practiced by adopting analytical software and the use of technical equipment.

By Rigorous data collection the soil testing, plot measurement, weather pattern analysis, and crop analysis is done.

9. PROBLEM ROOT CAUSE**RC**

Unpredictable weather conditions , Less soil fertility and Less availability of water

7. BEHAVIOUR**BE**

Directly Related: Find the suitable conditions for cultivation and estimate the profit.

Indirectly Associated: Get help from other farmers and agricultural experts.

Identify strong TR & EM	<p>3. TRIGGERS TR</p> <p>By seeing their neighbouring land in which they use some improvised technologies to increase high yield makes them to use the same techniques for their crop also.</p>	<p>10. YOUR SOLUTION SL</p> <p>Develop a dashboard that displays the dataset of variables which includes climatic conditions, previous history of yield, data extraction.</p> <p>The dashboard visualize these data collectively and also gives knowledge about how to increase productivity.</p>	<p>8. CHANNELS of BEHAVIOUR CH</p> <p>ONLINE Upload dataset and analyze and visualize what to do for their crop</p> <p>OFFLINE Help from Agricultural experts to know what to do.</p>	Identify strong TR & EM
	<p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>Before: No knowledge about it, almost lost hope about increase in productivity</p> <p>After: Knows how to manage and how to improve the quality and productivity.</p>			