1. CUSTOMER SEGMENT(S)

- ❏ Customers are the farmers in urban and rural areas.

6. CUSTOMER CONSTRAINTS

- ❏ Lack of awareness
- ❏ Financial situation
- ❏ Unaccustomed to modern farming practices.

5. AVAILABLE SOLUTIONS

- ❏ This project provides solution to farmers during the periods of heavy rainfall.
- ❏ Well planned drainage system
- ❏ Set upping a rain cover

2. JOBS-TO-BE-DONE / PROBLEMS

- ❏ Updates of the rainfall data
- ❏ Exploring the data
- ❏ Visualising the data.

The problems are,
- ❏ Wrong input
- ❏ Data latency
- ❏ Precision

9. PROBLEM ROOT CAUSE

- ❏ Improper water management.
- ❏ Poor resource management
- ❏ Unpredictable weather

7. BEHAVIOUR

- ❏ Seek Institutional aid
- ❏ Take on excessive debt
- ❏ Rely on uneducated guidance.

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

3. TRIGGERS

- [ ] **The Triggers of this project are,**

- [ ] **Repeated financial loss and**

- [ ] **Poor yield**

4. EMOTIONS: BEFORE / AFTER

Before: Panic in case of excess rainfall oncers regarding results in damage of crops and financial hardships.

After: can easily know the amount of rainfall in advance

10. YOUR SOLUTION

- [ ] **Our historical rainfall data.**

- [ ] **Predict the rainfall pattern for a given period.**

- [ ] **Categorize the intensity of rain.**

- [ ] **Develop a webpage to provide necessary guidelines for farmers.**

8.CHANNELS of BEHAVIOR

The Channels that support behaviors are

- [ ] **Proper Visualization of data**
- [ ] **Choosing correct data**
- [ ] **Proper marketing and advertising**