

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Farmers are the customers who are unable to identify fertilizers needed for the affected plants.	6. CUSTOMER CONSTRAINTS Cost of Fertilizer is high. Using of not suitable fertilizer can harm the plant and environment.	5. AVAILABLE SOLUTIONS First, we should identify the disease of the leaf and it causes. The measurements of the fertilizer should be suggested based on the severity of the disease and based on the soil.	Explore AS, differentiate		
	Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS Using AI Technology diagnose and identify the symptoms of disease in plants regularly and provide the right solution at right time.	9. PROBLEM ROOT CAUSE There is no proper guidance for the farmer to prevent the leaf from dreadful diseases.		7. BEHAVIOUR By addressing the Problem they can get the high yield by utilizing the correct amount of fertilizer according to the leaf disease and the surrounding factors.	Focus on J&P, tap into BE, understand RC
		Identify strong TR & EM	3. TRIGGERS Advertising the fertilizer for disease prediction through the social media. Conducting the awareness program and displaying the types of plant diseases and their remedies.		10. YOUR SOLUTION The customers are unable to identify the disease in plants and feel fear to utilize the fertilizer by think that can harm their environment and fails to yield high. To overcome the farmers problem we use Artificial Intelligence to predict the problem automatically and report the problem. So that we can prevent the disease at early stages and by suggesting the required amount of fertilizes which leads to high yield.	
4. EMOTIONS: BEFORE / AFTER Through traditional farming, farmers do not predict the future but in AI farming farmers can predict the future and get high yield.						