Purpose / Vision

1. CUSTOMER SEGMENT(S)

Who is your customer? Farmers are the customers who are unableto predict the disease and who are not aware of using the right fertilizers.

6. CUSTOMER CONSTRAINTS   CC

What constraints prevent your customers from taking action or limit their choices of solutions? The constraints that the customer face while using a fertilizer is itslife span.

5. AVAILABLE SOLUTIONS

Which solution are available to the customers when they face the problem or need to get the job done? What pros and cons do these solutions have?. The solutions which we proposed are use of natural fertilizers, use of slow-release fertilizers and inhibitors, andrecommending the right fertilizers which destroy the diseases.

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? Cope with climate change, and Soil erosion and use the fertilizer according to the soil type. There will be no harm to land in using AI recommended fertilizers.

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is the back story behind the need to do this job? Due to the inability to predict diseases in advance in traditional farming, the customerfaces the consequences.

7. BEHAVIOUR

What does your customer do to address the problem and get the job done? Contact the Supplier immediately when there any quality issues, respond customer Enquires.

3. TRIGGERS   T

What triggers customers to act? Some of the triggers are advertisements in thetelevision and information from the experts.

10. YOUR SOLUTION   SL

If you are working on existing business, write down your current solution first, fill in the canvas, and check how much it fits reality? Farmers are unable to predict the disease earlier and couldn'tfind the correct fertilizer which would produce high yield. Using AI we can suggest how to use the sufficient mixture of chemical and bio-fertilizers so that it maximizes the yield and produces healthy crops.

8. CHANNELS of BEHAVIOUR

8.1 ONLINE
With help of various online channel farmers can predict and gain knowledge about the behaviour of various fertilizers.

8.2 OFFLINE
What kind of actions do customer take offline? Extract offline channels from #7 and use them for agricultural development

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4.EMOTIONS: BEFORE/AFTER

How do customers feel when they facing problem or a job and afterwards? With the traditional farmer were depressed due to the inability to predict the disease which caused low yield but after using AIsystem they are happy with the high yield of the healthy crops. Lost, insecure > confident, in control-use it in your communication strategy & design.

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