

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span>  Who is your customer? Our Customers are Farmers.	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span>  What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, new equipments for farming.	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span>  Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? <b>problems are interruption of internet connectivity, Climatic Changes etc, Remedies: Get the hardware as well as the software bundled with the solution. Using of natural fertilizers.</b>	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span>  Which jobs-to-be-done (or problems) do you address for your customers? Climatic changes - solution: Adapting the automated plant process to the weather forecast. Watering challenges: Remote monitoring and control Plant disease control.	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span>  What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. Due to the inability to predict the plant diseases in advance, the customer faces the issues.	<b>7. BEHAVIOUR</b> <span>BE</span>  What does your customer do to address the problem and get the job done? i.e. directly related: find the right fertilizers and pesticides on correct levels; Finding the quality of the seeds before using them for planting; Farmers should check the plant qualities frequently.	
Identify strong TR & EM	<b>3. TRIGGERS</b> <span>TR</span>  What triggers customers to act? i.e. seeing their neighbor installing smart farming equipment, fixing poster and bill boards about smart farming near the agricultural lands.	<b>10. YOUR SOLUTION</b> <span>SL</span>  We are working on a already existing system. our solution to the problems that are existing in the smarting farming are using real time data to solve the problems. equipping sensors to check the soil quality and the nutrients level in the soil. sensors to forecast the weather and watering according to the need and moisture in the soil.	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span>  <b>8.1 ONLINE</b> What kind of actions do customers take online? Extract online channels from #7 Nowadays everyone are using whatsapp and facebook. Many posts about the smart farming are shared among people. Through this they can gain knowledge. Also refer the youtube channels in case of any doubts.	Extract online & offline CH of BE
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span>  How do customers feel when they face a problem or a job and afterwards? i.e. fear, insecure about the crop yield > confident about the outcome, more labors > less work and labor, decreased yield > increased yield		<b>8.2 OFFLINE</b> What kind of actions do customers take offline? When the customers see that other farmers are installing the smart farming, they ask them about the process. And it is also one kind of advertisement. The customers make many research through the people they know.	