

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Multichannel
Agile
Agriculture company

6. CUSTOMER CONSTRAINTS

CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

Excessive use of agro chemicals
Deforestation aand alteration of the natural environment

5. AVAILABLE SOLUTIONS

AS

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? i.e. pen and paper is an alternative to digital notetaking

Cope with climate change,soil erosion and biodiversity loss
They using cattle,Sheepand goat for the form

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

Harvest and inspect crops by hand
irrigate farm soil and maintain ditches or pipes and pumps operate and service farm machinery and tools

9. PROBLEM ROOT CAUSE

RC

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

Increasing pressure from climate change soil erosion and loss and from consumers

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits;
indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

Provision of adequate education to farmers
provision large area of land to farmers

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

Identify strong TR & EM

3. TRIGGERS

TR

What triggers customers to act? The timely payment between stakeholders that can be triggered supply chains

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?
Increasing income
Agricultural transformation is very slow in india
Reducing risks in agriculture
Developing agri infrastructure
Improving quality of rural life

10. YOUR SOLUTION

SL

Uses of modern technology to increase the quantity and quality of agricultural products.livestock tracking and geo fencing ,smart logistics and warehousing

8.CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

It designed to help farmers monitor vital information like humidity,air temperature and soil quality using remote sensors

8.2 OFFLINE

What kind of actions do customers take offline? Reduction of risk , mechanization of industry ,inspection of livestock , monitoring of environment conditions

Identify strong TR & EM