

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids OUR CUSTOMERS ARE FARMERS AND THE PEOPLE WHO ARE RELATED TO AGRICULTURE	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. THERE WILL BE NO CONSTRAINTS FOR OUR CUSTOMERS AS WE TEND TO MEET ALL THE NECESSITIES OF THEM	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 THE CUSTOMERS CAN CONTACT US AT ANY TIME VIA APPLICATION.HIGH ALERT SYSTEM WILL BE CONFIGURED TO MEET THE NEEDS AS PER THE PRIORITY.	Explore AS, differentiate	
	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. WE ADDRESS PROBLEMS SUCH AS UNAVAILABILITY OF DATAS RELATED TO THE FIELDS,SUPPLY ISSUES,IRRIGATION(WATER MONITORING)ISSUES,WASTAGE OF TIME,LABOUR ISSUES,MAINTAINENCE ETC	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. WE TEACH OUR CUSTOMERS AT THE EARLIER PERIOD ITSELF AS THE SITUATION CANNOT BE RIGHT ALL THE TIME AND ALSO IT WILL BE MORE HELPFUL FOR US ALSO TO ENQUIRE AND TAKE ACTIONS IF THEY HAVE PRIOR KNOWLEDGE	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) THEY WILL CHECK FOR THE INCONVIENCE AND MAY FIND THE CAUSE AS THEY WILL BE CLEARLY EXPLAINED ABOUT THE FUNCTIONING AT THE INSTALLATION PERIOD ITSELF		Focus on J&P, tap into BE, understand RC
	3. TRIGGERS TR When might a customer be motivated to seek their solution? i.e. solar panels, reading about a more efficient solution in the news. SOLAR PANELS, FARMER USAGE,AGRI MAGAZINES,NEWSPAPERS AND SCHEMES CAN ALSO BE FORMULATED REGARDING THE SOLUTION	10. YOUR SOLUTION SL If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour. THEY MAY FEEL WORRIED BUT IT CAN BE EASILY COMMUNICATED WITH THE TECHNICIAN IN A STIPULATED TIME WHICH MAKES THEM FEEL HAPPY AGAIN	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 REPORTING VIA APPLICATION 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. THEY CAN CHECK THE DEVICES MANUALLY WITH OUR SUPPORT SERVICES		
4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design. THEY MAY FEEL WORRIED BUT IT CAN BE EASILY COMMUNICATED WITH THE TECHNICIAN IN A STIPULATED TIME WHICH MAKES THEM FEEL HAPPY AGAIN					