

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

- Fáirmeís
- Agfícultúal Scientists
- Agfícultúal Reseaícheís
- Gaídeneís

6. CUSTOMER CONSTRAINTS

CC

- Constáiríats píevéntíng customeírs fróm tákingactíon
- Non availability of stíong netwórk connectíon ín íúal afeas.
 - Less availability of devices to upload the plant images.
 - Reguláí poweí cuts.
 - Insufficient knowledge about the use of devices and applications.

5. AVAILABLE SOLUTIONS

AS

- Fáirmeís manually obseíve plant díseases and make a íough guess based on theír expeíence, sometimes the feítílízeí chosen might not be apprópíate
- Otheí schemes foí feítílízeí íecommendation may not be accúate foí a specific dísease.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

- Píedíctíon of plant dísease
- Recommendation of apprópíate feítílízeís
- Ímprovement of model using feedback

9. PROBLEM ROOT CAUSE

RC

- Íncóírect usage of feítílízeís ín the past.
- Low soil quality due to excess use of feítílízeís.
- Usage of ínfected seeds.
- Delay ín the obseívatíon of dísease leading to íts spíead
- Ímpíopeí maintenance.

7. BEHAVIOUR

BE

Directly related: Farmer can easily identify the dísease by the applicatíon and they don't need any extra knowledge on the dísease píedíctíon

Índirectly related: Farmer can be able to get result through online ímmedíately.

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

Identify strong TR & EM

3. TRIGGERS

TR

- Observíng fíelds and the crop yíeld
- Learning about alternáte solutíons on the ínternet
- Seíng theír crops are being ínfected by dísease and facing huge loss ín quantity and quality

4. EMOTIONS:

EM

When the crop gets affected by the dísease the farmer feels
Before: losing self-confídence, dístress
After: gáíngíng self-confídence, relíef

Confused > Claífíed
Dístíessed > Satsífíed

10. YOUR SOLUTION

SL

Our Applicatíon use the ímage of the ínfected plant by ídentífyíng the dísease and suggest the good fertílizer for the dísease By tráíníng the model numerous tímes to make ít accúate enough to píedíct various new díseases ín less tíme.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

- Reading artícles online to ímprove knowledge about various plant díseases and appropíate fertílizers.
- Gátheríng ínfórmátíon online about various fertílizer recommendation sources.

8.2 OFFLINE

- Manual observatíon of other fíelds and the fertílizers used by other farmers
- Tálkíng to agrícultúral reserchérs ín person about plant díseases.

Identify strong TR & EM

