

Define CS, fit into CC	1. CUSTOMER SEGMENT (S) CS <ul style="list-style-type: none">✓ Farmers who do Agriculture✓ A person who owns or manages a farm, cultivate crops, harvest them and take care of them.	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none">✓ Lack of education✓ Information not received in time✓ Unaware of Government programs✓ Finance related problems	5.AVAILABLE SOLUTIONS AS <ul style="list-style-type: none">✓ Traditional farming✓ Harvesting at right time✓ Sowing in right time	Explore AS, differentiate
	2.JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none">✓ Predictive analytics related future yields from collected data.✓ Increase productivity using precision farming.✓ Use modern equipment and increase profits.	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none">✓ Not enough agricultural land✓ Problem of Labor✓ Unavailability of good seeds✓ Less use of modern farming equipment✓ Insufficient irrigation✓ Unpredictable weather conditions	7.BEHAVIOUR BE <ul style="list-style-type: none">✓ Using age-old wisdom combined with modern technological advances, farmers have a high chance of success.✓ Accurate and timely weather data.✓ Pay attention to the health of your soil as you prepare your fields.	
Focus on J&P, tap into BE, understand				Focus on J&P, tap into BE, understand RC

3. TRIGGERS

TR

Farmers who enjoy a higher yield and more significant profit.

4. EMOTIONS: BEFORE / AFTER

EM

Before: The rate of production is low.

After: It saves time and energy. It increases and improves agricultural products.

10. YOUR SOLUTION

SL

An interactive, visualization dashboard is created. A system is introduced to analyze and estimate the crop yield on a particular area on a particular session. Data analytics techniques can be used. It is important to maximize the crop yield.

8. CHANNELS of BEHAVIOUR

CH

- ✓ Using the previous data right crop for right season and soil can be identified.
- ✓ To make yield prediction and cope with climatic change.
- ✓ Hence more yield can be obtained.