

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><p>Who is your customer? i.e. working parents of 0-5 y.o. kids</p><p>A farmer who is in need to estimate his crop production</p></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><p>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.</p><div><div>➤</div>Is this product trust worthy?</div><div><div>➤</div>Lack of network connection</div><div><div>➤</div>Proper future yield estimation</div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><p>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</p><div><div>➤</div>Accurate prediction of future crop yield with agricultural experts suggestions.</div><div><div>➤</div>Highly interactive chatbots.</div><div><div>➤</div>Aesthetic dashboard for more user understanding.</div></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div><p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p><div><div>➤</div>Farmers can get analysis of crop yield in the form of visualisations.</div><div><div>➤</div>Farmers can get the suggestions from experts.</div><div><div>➤</div>And also they can ask their queries.</div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><p>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.</p><p>The root cause is manually keeping track of the previous years crop yield is really hard and future prediction has to be correct for better yield.</p></div>	<div>7. BEHAVIOUR<div>BE</div><p>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)</p><div><div>➤</div>Check all the crops which gives better yield.</div><div><div>➤</div>Hearing suggestions from the other farmers and agricultural experts.</div></div>	
Focus on J&P, tap into BE, understand RC	others.			Focus on J&P, tap into BE, understand RC

<div>4. EMOTIONS: BEFORE / AFTER</div> <div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</div> <div>Frustrated, confused and depressed</div>	<div>EM</div> <div><ul style="list-style-type: none"><li>➤ Creating interactive chatbots.</li><li>➤ Attractive dashboard with aesthetic visualization.</li><li>➤ Providing expert suggestions to farmers.</li><li>➤ Predicting the future crop yields.</li><li>➤ Storing the past crop yield datas.</li><li>➤ Helping the farmers to choose which crop has to be sown in that particular season for better yield.</li></ul></div>	<div>8.2 OFFLINE</div> <div>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div> <div>Can use the estimation models for identifying which crop has to be sown and implementing it in the real time.</div>
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