

Define CS, fit into CC	<p>1. CUSTOMER SEGMENT(S)</p> <p>Farmers are the customers who face issues in crop production due to various conditions. Data Analytics is widely applied to agricultural problems.</p> <p>CS</p>	<p>6. CUSTOMER CONSTRAINTS</p> <ul style="list-style-type: none"> • The agricultural yield primarily depends on weather conditions. • Climatic changes and global warming play an important role in the decreased production of crop. • Rainfall and soil influence the rice cultivation. • Yield prediction is important for estimation of crop. • Lack of Awareness. <p>CC</p>	<p>5. AVAILABLE SOLUTIONS</p> <ul style="list-style-type: none"> • Multiple Linear Regression technique • Density-based clustering technique • Smart-Agricultural System <p>AS</p>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<p>2. JOBS-TO-BE-DONE / PROBLEMS</p> <ul style="list-style-type: none"> • Using minimum resources and increasing productivity • Help them to use software tools and applications to improve the crop production. • Encourage organic farming. <p>J&P</p>	<p>9. PROBLEM ROOT CAUSE</p> <ul style="list-style-type: none"> • Soil erosion • Climate change • Bio-diversity loss • Feeding a growing population • Low use of farming technologies • Decrease of soil fertility due to fertilization • Deforestation <p>RC</p>	<p>7. BEHAVIOUR</p> <p>Analytics is used to solve farmers problem and create user friendly digital tools and apps which help the farmers to easily understand the conditions, act accordingly and provide the people with good crop cultivation.</p> <p>BE</p>	Focus on J&P, tap into BE, understand RC

<p>3. TRIGGERS</p> <ul style="list-style-type: none"> • Soil and crop Analysis • Weather prediction • Benefits of communication methods • Natural way for higher yield <p>TR</p>	<p>10. YOUR SOLUTION SL</p> <ul style="list-style-type: none"> • Creating record based on past datasets. • Using machine learning techniques on doing data analytics on agricultural sectors. • Create user-friendly platform for the easy access of farmers. • Prediction of weather using data mining. 	<p>8. CHANNELS of BEHAVIOUR CH</p>
<p>4. EMOTIONS:</p> <p>BEFORE</p> <p>Most of the farmers lost hope and stressed.</p> <p>AFTER</p> <p>Gain self-confidence.</p> <p>EM</p>		<p>OFFLINE</p> <p>Collecting the information of crop yield in offline.</p> <p>ONLINE</p> <p>Uploading it in an online portal as dashboard or story or report for users to make use of the data.</p>