

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>Farmer Are the First Customerfor This Application. Farmer Can Easily Use This Application And Get Suggestion For Fertilizer To Used Correctly</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>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.</div><div>Availability of good networks. Capturing the image in required pixels toget an accurate prediction of disease in the plant.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>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</div><div>People are judge the disease in plantsby Identifying through the change of leaf’s quality</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div>This application focuses on helping for the farmer who needs a better recommendation offertilizer on the infected plants. identifying the disease is one of the biggest problem here.</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>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.</div><div>Various disease on the plantscan lead to reducing the quality and quantity of the crops productivity. Theinsects on the plants can spread the disease.</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>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. GlobalGiving)</div><div>Directly: Farmers can easily identify the disease by the application and they don’t need any extra knowledge of disease prediction</div><div>Indirectly: Farmer able to get result through online immediately</div></div>	
	<div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act? i.e. seeing their neighbour installingsolar panels, reading about a more efficient solution in the news.</div><div>Seeing their crops are being infected disease and facing huge loss in quantity and quality</div></div> <div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>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</div><div>Before: losing self-confidence, distress After: Gaining self-confidence ,relief</div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>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 inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behavior.</div><div>Using the fertilizer is one the solution the disease in the plants, our application use the image of the infected plant by identifying the disease and suggest the good fertilizer for the disease</div></div>	<div><div>8. CHANNELS of BEHAVIOUR<div>CH</div></div><div>ONLINE What kind of actions do customers take online? Extract online channels from #7</div><div>Basic knowledge on the plantand fertilizer</div><div>OFFLINE What kind of actions do customers take offline? Extract offline channels from #7and use them for customer development.</div><div>People try to identify the diseaseby the quality of the leaf’s</div></div>	
Identify strong TR & EM				Identify strong TR & EM

