Define CS, fit into CC

1. CUSTOMER SEGMENT(S)　CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

This project is mainly for the farmers who are looking for the best and profitable yield.

6. CUSTOMER CONSTRAINTS　CC

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.

The estimation may be wrong at rare cases.

5. AVAILABLE SOLUTIONS　AS

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

This project will aims at accurate estimation,using natural resourses,GIVING appropriate alerts,etc.,

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS　J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

As there is no high yield for farmers these days, this project will help them in a great way.

9. PROBLEM ROOT CAUSE　RC

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.

Crop production is the important source of income of farmers and india.

7. BEHAVIOUR　BE

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)

Existing solutions will estimate with low accuracy at sometimes but also helpful for farmers.

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

Identify strong TR & EM

3. TRIGGERS　TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

For yielding good crops and high income, correct estimation of crop is needful.

4. EMOTIONS: BEFORE / AFTER　EM

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.

Agriculture with new perspective; agriculture with difference.

10. YOUR SOLUTION　SL

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 in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

Estimating the crop yield in a field for farmers to increase their yield and revenue.

8. CHANNELS of BEHAVIOUR　CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Farmers are the customers.

Identify strong TR & EM