

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S) ◇ Customers are the farmers in Urban and rural areas</div> <div>CS</div>	<div>6. CUSTOMER CONSTRAINTS ◇ Lack of awareness ◇ Financial situation ◇ Unaccustomed to modern farming practices</div> <div>CC</div>	<div>5. AVAILABLE SOLUTIONS ◇ This project provides solution to farmers during the periods of heavy rainfall. ◇ Well planned drainage system ◇ Set upping a rain cover</div> <div>AS</div>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<div>2. JOBS-TO-BE-DONE / PROBLEMS ◇ Updates of the rainfall data ◇ Exploring the data ◇ Visualizing the data The problems are, ◇ Wrong input ◇ Data latency ◇ precision</div> <div>J&amp;P</div>	<div>9. PROBLEM ROOT CAUSE ◇ Improper water management ◇ Poor resource management ◇ Unpredictable weather</div> <div>RC</div>	<div>7. BEHAVIOUR ◇ Seek institutional aid ◇ Take on excessive dept ◇ Rely on uneducated guidance</div> <div>BE</div>	Focus on J&P, tap into BE, understand RC

	<div>3. TRIGGERS</div> <div>TR</div> <div><div><div>◇ The triggers of this project are</div><div>◇ Repeated financial loss and</div><div>◇ Poor yield</div></div></div>	<div>10. YOUR SOLUTION</div> <div>SL</div> <div><div><div>◇ Our historical rainfall data</div><div>◇ Predict the rainfall pattern for a given period</div><div>◇ Categorize the intensity of rain</div><div>◇ Develop a webpage to provide necessary guidelines for farmers</div></div></div>	<div>8. CHANNELS of BEHAVIOUR</div> <div>CH</div> <div><div><div>The channels that support behaviors are</div><div><div>◇ Proper visualization of data</div><div>◇ Choosing correct data</div><div>◇ Proper marketing and advertising</div></div></div></div>
	<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div><div><div>Before: Panic in case of excess rainfall oncers regarding results in damage of crops and financial hardships.</div><div>After: can easily know the amount of rainfall in advance</div></div></div>		