

Define CS, fit into CC	<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, who is facing difficulties in agricultural field, is going to be customer</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>They mainly suffer from network connectivity issues and availability of devices. This is mostly because they are living in rural area and also because of their inability to afford the required devices.</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>Controlling irrigation pumps based on the soil moisture content and being able to control it using the mobile application is an advantage. Disadvantages are continuous power supply needed and network issues.</div>	Explore AS, differentiate
	<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>Get more information about crops from the device. Irrigation can be done at the correct time. Also customers can understand the climate changes etc.</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>Due to shortage of water and conflicts among water users, available freshwater continues to be contaminated by human and animal populations, with pollution levels rising at alarming rates. If this continues, it will lead to reduced food production, affecting human productivity and impacting entire ecosystems. The traditional methods practiced by people may result in huge wastage of water.</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>What does your customer do to address the problem and get the job done?</div> <div>Irrigation is done in proper time and in correct level so that we can save water.</div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC

Identify strong TR & EM	Identify strong TR & EM		Identify strong TR & EM
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	<p>3. TRIGGERS TR</p> <p>What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.</p> <p>Customer not able to irrigate the field if they are away from the farm field. If the field is not able to irrigate properly lead to more loss.</p>	<p>10. YOUR SOLUTION SL</p> <p>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 behavior.</p> <p>product can collect about various parameters from sensor and send to application based on that customer can take decision to irrigate the farm or not. In case of any discrepancy notification sent to the application of the customer.</p>	<p>8.CHANNELS of BEHAVIOR CH</p> <p>8.1 ONLINE</p> <p>What kind of actions do customers take online? Extract online channels from #7</p> <p>8.2 OFFLINE</p> <p>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <p>Online: Gain knowledge from the application about crop varieties that can be cultivated in various seasons, what kind of temperature and PH of the soil needed for the crop to grow.</p> <p>Offline: Based on their knowledge from application, get correct pesticide and irrigate at correct time.</p>
	<p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>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.</p> <p>Before: They do not have enough knowledge about the climatic changes, moisture content .so that they suffer a lot.</p> <p>After: They get a lot of information about the soil and they can cultivate the crops based on the preferences of climatic changes.</p>		