

Define CS, fit into CC	1. CUSTOMER SEGMENTS <b>CS</b>	6. CUSTOMER CONSTRAINTS <b>CC</b>	5. AVAILABLE SOLUTIONS <b>AS</b>	Explore AS, differentiate
	<ul style="list-style-type: none"> <li>Mainly Farmers</li> <li>Employees/Workers associated with Agricultural activities</li> <li>Departments of the government or news organisations seeking agricultural rainfall forecasts</li> </ul>	<ul style="list-style-type: none"> <li>To estimate the duration and volume of rainfall beforehand and take decisions accordingly</li> <li>To get a prediction with 100% accuracy</li> <li>Cost factors for applications with high prediction accuracy and value</li> <li>Limited time to make use of digital devices to get the prediction information</li> <li>Unstable network connection</li> </ul>	<ul style="list-style-type: none"> <li>News on weather forecasting from various communication media like radio, news channels, etc.</li> <li>Announcements from the concerned authorities and notifications from connections [friends and families] on upcoming rainfalls affecting the agriculture</li> </ul>	

Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS <b>J&amp;P</b>	9. PROBLEM ROOT CAUSE <b>RC</b>	7. BEHAVIOUR <b>BE</b>	Focus on J&P, tap into BE, understand RC
	<ul style="list-style-type: none"> <li>Get proper analysis from previous data</li> <li>Achieve correct and accurate predictions</li> <li>Sudden change in weather and immediate rainfall or showers</li> <li>Damage to crops due to heavy rainfall</li> </ul>	<ul style="list-style-type: none"> <li>Irregular rainfall in various regions of India</li> <li>Drastic variability in climate change</li> <li>Biodiversity loss</li> </ul>	<ul style="list-style-type: none"> <li>Take suggestions from concerned authorities, agricultural scientists, and other influencers to make decisions</li> <li>Take decisions as per previous experiences and self-analysis</li> </ul>	

Identify Strong TR & EM	3. TRIGGERS <b>TR</b>	10. OUR SOLUTION <b>SL</b>	8. CHANNELS of BEHAVIOUR <b>CH</b>	Identify Strong TR & EM
	<ul style="list-style-type: none"> <li>Current losses and debts</li> <li>Yearly crop damage due to heavy rainfall</li> <li>Evolving market competition and change in demand-supply</li> </ul>	<ul style="list-style-type: none"> <li>Region [district or sub-division] based analysis of previous years' rainfall data to get the seasonal patterns with respect to the production of different sorts of crops</li> <li>Building a low-cost or free ML-based application [consuming low bandwidth] to predict the rainfall of places in India with a high concentration of agricultural activities while taking care of the trends and analysis done already</li> </ul>	<b>8.1 ONLINE</b> <ul style="list-style-type: none"> <li>Receive early notifications on their digital devices, especially mobiles or smartphones, through SMS or app alerts</li> </ul>	
	4. EMOTIONS: BEFORE / AFTER <b>EM</b>		<b>8.2 OFFLINE</b> <ul style="list-style-type: none"> <li>Community forums, meeting where farmers and other people can share ideas, discuss and decide on crop activities</li> </ul>	
	<ul style="list-style-type: none"> <li>Before : Paying debts, incurring losses, low crop production</li> <li>After : Increase in crop production, making effective decisions, experiencing growth and profits</li> </ul>			