

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?

Farmers

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.

- Proper technical advice
- Budget
- No cash
- Network connection
- Available devices

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

- Monitoring the field
- Fencing the field
- Using pesticides

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.

- Protecting crops from animals ,birds & insects
- Providing information about instantaneous weather and temperature conditions

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.

- Animals and birds graze the yield due to lack of monitoring the farm fields
- Insects feed on the tender crops and vandalize them
- Weather conditions makes it impossible to get profit

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)

- Get more profit in the agriculture
- Safeguarding the yield
- Decrease the expenses for agriculture

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

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.

- Losses faced at the time of harvest
- Cost of labour to monitoring

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.

Before

- Frustrated ,worried about crop yield

After

- Feel free to move around anywhere and less tension

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.

From my point of view implementing sensors and IoT makes the human's work lesser and provide the instantaneous information.

Agriculture pacifies the hunger of a country and plays a vital role in Indian economy ,being a developing country India has the resources for providing IoT monitoring which is an efficient way to monitoring and on the other side it increases the sensor manufacturing and Make use of the technical experts

8. CHANNELS of BEHAVIOUR**CH**

ONLINE:

- The IoT works with the internet connection so the entire process takes more into online and to easily activating preventive mechanisms from anywhere in the world

OFFLINE:

- Based on the achieved data the irrigation, spraying pesticides become more accurate
- And quicker action is taken