1. CUSTOMER SEGMENT(S) **CS**

Farmers are the customers who are unable to predict the disease and who are not aware of using the right fertilizers.

6. CUSTOMER CONSTRAINTS **CC**

The constraints that the customer face while using a fertilizer is its life span and its cost aalgae blooms in the waterways

5. AVAILABLE SOLUTIONS **AS**

The solutions which we proposed are use of natural fertilizers, use of slow-release fertilizers and inhibitors, and recommending the right fertilizers which destroy the diseases.

Define CS, fit into CC

Explore AS, differentiate

2. JOBS-TO-BE-DONE / PROBLEMS **J&P**

Cope with climate change, and use the fertilizer according to the soil type. There will be no harm to land in using AI recommended fertilizers.

9. PROBLEM ROOT CAUSE **RC**

Due to the inability to predict diseases in advance in traditional farming, the customer faces the consequences.

7. BEHAVIOUR **BE**

Finding the right fertilizer plays the major role, because the fertilizers serve as multi vitamin or meal replacement for the plants.

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

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

3. TRIGGERS **TR**

Some of the triggers are advertisements in the television and information from the experts.

10. YOUR SOLUTION **SL**

Farmers are unable to predict the disease earlier and couldn't find the correct fertilizer which would produce high yield. Using Artificial Intelligence we can suggest how to use the sufficient mixture of chemical and bio-fertilizers so that it maximizes the yield and produces healthy crops.

8. CHANNELS of BEHAVIOUR **CH**

8.1 ONLINE
With help of various online channel farmers can predict and gain knowledge about the behaviour of various fertilizers.

4. EMOTIONS: BEFORE / AFTER **EM**

With the traditional farming were depressed due to the inability to predict the disease which caused low yield but after using AI system they are happy with the high yield of the healthy crops.

8.2 OFFLINE
Buying fertilizers from authorized shops that are rich in multi-vitamin maximizes the yield of the crop.

Identify strong TR & EM

Extract online & offline CH of BE