

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><p>Customers are the farmers in urban and rural areas.</p></div>	<div>6. CUSTOMER CONSTRAINTS<div></div><p>Lack of awareness.</p><p>Financial situation</p><p>Unaccustomed to modern farming practices.</p></div>	<div>5. AVAILABLE SOLUTIONS<div></div><p>This project provides solution to farmers during the periods of heavy rainfall.</p><p>Well planned drainage system.</p><p>Set upping a rain cover.</p></div>	Explore AS, differentiate

Focus on J&P, tap into BE,	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><p>Updates of the rainfall data</p><p>Exploring the data</p><p>Visualizing the data.</p><p>Problems are,</p><p>Wrong input</p><p>Data latency</p><p>Precision</p></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><p>Improper water management</p><p>Poor resource management</p><p>Unpredictable weather</p></div>	<div>7. BEHAVIOUR<div>BE</div><p>Seek Institutional aid</p><p>Take on excessive debt</p><p>Rely on uneducated guidance</p></div>	Focus on J&P, tap into BE,

	<div>3. TRIGGERS<div>TR</div><p>The triggers of this project are,</p><p>Repeated financial loss and</p><p>Poor yield</p></div>	<div>10. YOUR SOLUTION<div>SL</div><p>Our historical rainfall data.</p><p>Predict the rainfall pattern for a given period.</p><p>Categorize the intensity of rain.</p><p>Develop a webpage to provide necessary guidelines for farmers.</p></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><p>The channels that support behaviors are</p><p>Proper visualization of data</p><p>Choosing correct data</p><p>Proper marketing and advertising</p></div>	

	<div data-bbox="152 60 761 263"><div data-bbox="152 60 456 92">4. EMOTIONS: BEFORE / AFTER</div><div data-bbox="719 60 761 92">EM</div><div data-bbox="152 97 745 263"><p>Before: panic in case of excess rainfall oncers regarding results in damage of crops and financial hardships</p><p>After : can easily know the amount of rainfall in advance</p></div></div>			
--	--	--	--	--