

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?

- Our main customers are farmers who need help selecting the appropriate fertilizers.
- The researchers are our secondary customers since we can use our AI technology to make their jobs easier.
- Individuals who couldn't afford a consultant to help them choose their crops and fertilizers.

6. CUSTOMER CONSTRAINTS

CC

What constraints prevent your customers from taking action or limit their choices of solutions?

- This is essentially a web application that works with practically every device.
- Everyone can understand the information well because of the simple graphical representation.
- Their issue will be solved in a matter of minutes.

5. AVAILABLE SOLUTIONS

AS

Which solutions are available to the customers when they face the need to get the job done?

- By offering outcomes at a minimal cost, AI will solve the existing problem.
- Everyone can afford it, and the results are delivered right away.
- Its Supports in Mobile ,Desktop, and more (Almost all device support)

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?

- It provides the appropriate fertilizer recommendation for the crops.
- It analyzes the disease which affects the plants.
- It shows a number of crops that are appropriate for the region's soil and climate.

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?

- The traditional methods are highly expensive.
- Instantaneous results are desired by farmers.
- To improve production in low cost and in an easy way.
- Graphical representation of results are not available in traditional methods.

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job

- They can avoid paying an expert a large sum of money by using our software.
- It saves time and makes the process faster.
- Our product enhances the field growth.
- Prior to the damage occurring, it ensures the causes and offers solutions.

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Identify strong TR & EM

3. TRIGGERS

TR

- Our product provides the bunch of valuable services.

4. EMOTIONS: BEFORE / AFTER

EM

- This reduces farmer's work load, stress, money,

10. YOUR SOLUTION

SL

- By Building an AI, ML based web application issues are resolved in seconds.
- Making the expensive process affordable.
- Minimize the time for analyzing the problem and provide results in seconds.
- Graphical representation makes a better understanding.

8. CHANNELS of BEHAVIOUR

CH

- ONLINE
- Data is analyzed early with the help of cloud rendering.
- OFFLINE
- It improves the crop production and reduces the losses.

Extract online & offline CH of BE