

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Who is your customer? i.e. working parents of 0-5 y.o. kids	6. CUSTOMER CONSTRAINTS 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. farmers can feel that,if modern way can bring any inadequate nutrient in crops and it become difficult for the one who was poor in using smartpones.	5. AVAILABLE SOLUTIONS 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 make agro-system which will provide information to farmers remotely using smartphone.user-friendly system.cost effective.	Explore AS, differentiate
	FARMERS			
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. controlling and monitoring crops using mobiles Autonomous irrigation mode	9. PROBLEM ROOT CAUSE 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. In accuracy in predicting crop parameters manually,wasting lots of time and energy in farm field	7. BEHAVIOUR 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) sensors are integrated in the farm field to monitor parameters and data in processed and sent to the cloud using raspberry pi. te farmer can see parameters and control irrigation using smart pone	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. easier data ingestion simplified inventory management	10. YOUR SOLUTION 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.	8. CHANNELS of BEHAVIOUR 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 The emerging out of convergences of IT and farming techniques	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER 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. farmers or owners can feel about the labour cost and water wastage.what if ,we cannot spend more cost for labour anymore and there is no need of water wastage.		8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. users are in offline they are only known about te field	