## 1. CUSTOMER SEGMENT(S)

CS

 Our target customer here is the farmer who mainly works with the crops in the field.

### **6. CUSTOMER CONSTRAINTS**

CC

- Farmers don't make accurate predictions about the climate.
- They also stick to traditional methods of farming, therefore lacking modern irrigation, fertilization facilities.

### **5. AVAILABLE SOLUTIONS**

AS

 They may have the dataset but a proper data report is not available to them.

# ${\bf 2.\,JOBS\text{-}TO\text{-}BE\text{-}DONE\,/\,PROBLEMS}$

J&P

 Farmers need to have access to detailed reports and predictions to grow the right kind of crops and to take proper precautions.

### 9. PROBLEM ROOT CAUSE

RC

 Inaccurate predictions could lead to usage of wrong seeds, improper irrigation, and unpreparedness for drastic climate changes.

## **7. BEHAVIOUR**

BE

 Farmers properly study and analyze their soil and decide what can be grown there. They also test crops with different weather conditions. Explore AS, differentiate

10. YOUR SOLUTION

SL

8. CHANNELS of BEHAVIOUR

СН

 Destruction of crops because of climate change and growing competition in the market.

### 4. EMOTIONS: BEFORE / AFTER

EM

 Many farmers have faced huge losses in crop yield, which took months of hard work, leading them to commit suicide. When they are certain with the predictions and analysis, they are confident about making better decisions without much loss.  It would help farmers a lot if crop yield predictions were made more accurately and the data is visualized and displayed on a dashboard for easier understanding.  It may not be possible online as not every farmer has access to technology and the internet, but they can benefit from it offline from an agricultural office.