# Define Explore 1. CUSTOMER SEGMENT(S) **6. CUSTOMER CONSTRAINTS** 5. AVAILABLE SOLUTIONS CC a. Farmers are the major clients that will use Recently, agricultural sowing has received some attention, although the outcomes a. Budget this to make good money. are inconsistent. Land AS, differen Labor Feeds fit into b. individuals who have entered we're into farming are second-class clients. Disease e. Poor Water CC RC 2. JOBS-TO-BE-DONE / PROBLEMS 9. PROBLEM ROOT CAUSE 7. BEHAVIOUR BE This gives the greatest charts for data visualisation. lack of understanding of crop cultivation. They can quickly identify the issue with constant monitoring. Charts that display data can help them make good decisions. It provides a detailed explanation of which crop should be planted during the month, depending on the region.

## 3. TRIGGERS



By observing other farmers who are producing more crops

### 4. EMOTIONS: BEFORE / AFTER



Farmers initially have no knowledge of the actual crop sowing before using the charts.

### 10. YOUR SOLUTION



- a. Working on an existing project to estimate agricultural yield production in India is what we're doing right now.
- b. By using these data visualization charts we get the best crops for the season and area.
- c. In fact, data visualisation and dashboards make it easier for farmers to understand than old methods and some words.

### 8. CHANNELS of BEHAVIOUR



What kind of actions do customers take online?

helps them come up with fresh ways to respond to inquiries.

What kind of actions do customers take offline?

They can do the agricultural sowing on their lands while viewing this data visualisation online.