

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

Who is your customer?

- Farmers are our primary customers to solve their problem in choosing the right fertilizers.
- Researchers are the next customers to make their jobs easy with our AI Technology.
- People who cannot afford for a consultant for choosing crops and fertilizers.

6. CUSTOMER CONSTRAINTS CC

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

- This is a web application, which is supported almost in all devices.
- The graphical representation make a clear understanding for all people and the result for their problem will be in a minute.
- Availability of good networks, capturing the images in a required pixels to get an accurate prediction of the disease in the plant.

5. AVAILABLE SOLUTIONS AS

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

- AI will end up the existing problem, by providing results in low price.
- It is affordable by the people and the results are provided immediately.
- It can be supported in almost all devices (Mobile , Desktop, etc .)

Explore AS, differentiate

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 recommends a good fertilizer for the crops.
- It analyses the disease which affects the plants and recommends the fertilizers required for the farmers.
- It shows a set of crops which is suitable for the soil and the 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?

- To improve production in low cost.
- Various disease on the plants can cause reduction in quality and quantity of crops.
- Traditional way does not contain an easily understandable graphical representation of the results.

7. BEHAVIOUR BE

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

- By using our product, they can save time and make their process faster. It saves a lot of money.
- It improves their field growth with our product.
- It ensures the causes in advance and provides solutions before the damage happens.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS TR

- Seeing their crops being infected by disease and facing a huge loss in quality and quantity of crops.

4. EMOTIONS: BEFORE / AFTER EM

How do customers feel when they face a problem or a job and afterwards?

- It reduces the farmers unwanted workload, stress, time and money.
- Before – Losing self-confidence, Stress
- After – Gaining Self-confidence, Relief

10. YOUR SOLUTION SL

- By building an AI, ML based web application, issues/problems can be resolved within seconds.
- Using fertilizers is one of the solutions for the disease in plants. Our application uses the images of the infected plant by identifying the disease and suggests good fertilizer for the diseases.

8. CHANNELS of BEHAVIOUR CH

Online – Basic Knowledge on the plant and fertilizer.

Offline – People try to identify the disease by the quality of the leaves. It improves the crop production and reduces the loss.

Identify strong TR & EM