

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

Who is your customer?
i.e. working parents of 0-5 y.o. kids

CS

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

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.

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

Which solutions are available to the customers when they face the problem

AS

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

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

Explore AS, differentiate

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.

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

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.

RC

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

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

BE

- Farmers properly **study and analyze their soil** and decide what can be grown there. They also **test crops with different weather conditions**

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

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour installing

solar panels, reading about a more efficient solution in the news.

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

4. EMOTIONS: BEFORE / AFTER

EM

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.

- 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.

10. YOUR SOLUTION

SL

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.

- 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

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

- 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**