Define CS, fit into CC			Explore AS, differentiate
	1. CUSTOMER SEGMENT(S) Farmer is our customer	**6. CUSTOMER CONSTRAINTS** The main limitation to our customer is the lack of connectivity in rural areas and	**5. AVAILABLE SOLUTIONS** Right Now, Irrigation is managed remotely. We are trying to track Greenhouse Gases, Predicting crops requirement before.	

Focus on J&P, tap into BE, understand			Focus on J&P, tap into BE, understand
	2. JOBS-TO-BE-DONE / PROBLEMS It helps in monitoring crops remotely and to take control of motor and other sensor-based devices	**9. PROBLEM ROOT CAUSE** `RC` Agriculture prediction is hard because to predict we must consider lot of parameters and some parameters are not sensed by sensors	**7. BEHAVIOUR** `BE` Use of Proper drainage system to overcome the effects of excess water from heavy rain. Use of hybrid plants that are resistant to pests	

3. TRIGGERS `TR`

Explaining the use and need of this product in the government agricultural training centers

4. EMOTIONS: BEFORE / AFTER `EM`

Affrighted about weather, Fear of diseases affecting plants and pesticides > Now they are in 24/7 monitoring remotely and they also get alarmed frequently.

10. YOUR SOLUTION `SL`

Using cellular network for connectivity can solves the connectivity issues, Using Edge-computing can unlocks computing problems, making it cost efficient can attracts more customers.

8. CHANNELS of BEHAVIOUR `CH`

ONLINE

Youtube as the online communication channel

OFFLINE

Newspaper Advertisement as offline communication medium.