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Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div></div> <div>CS</div> <div>Farmers! Who is not near his field</div>	<div>6. CUSTOMER CONSTRAINTS<div>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.</div></div> <div>CC</div> <div><div>1) High adoption costs, security concerns.</div><div>2) Not aware of the implementation of IOT in Agriculture.</div></div>	<div>5. AVAILABLE SOLUTIONS<div>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div></div> <div>AS</div> <div>Monitor different parameters mobile or web Application make easily to form the crop field.</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div></div> <div>J&amp;P</div> <div>It's difficult to monitor and control Aim known if the Application doesn't work properly.</div>	<div>9. PROBLEM ROOT CAUSE<div>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.</div></div> <div>RC</div> <div><div>1) If temperature, PH level, humidity &amp; light Intensity makes the serious cause for the Environment.</div><div>2) Farmer affected by less productivity which Will affect in their profit</div></div>	<div>7. BEHAVIOUR<div>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 benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</div></div> <div>BE</div> <div><div>Direct Related: Tries to find a solution to Prevent this problem .</div><div>Indirect related: Located in rural where internet Connectivity might not be strong enough to Facilitate fast trans mission speeds.</div></div>	
Focus on J&P, tap into BE, understand RC	<div>3. TRIGGERS TO ACT<div>Creat opportunities to lift people out of poverty in developing Nations.(over 60%)</div></div>	<div>10. YOUR SOLUTION<div>It help farmers grow more food on less land by protection crops from pests, Diseases and weeds as well as raising productivity per hectare.</div></div> <div>SL</div>	<div>8. CHANNELS of BEHAVIOUR<div>ONLINE The Data send through application for the farmers to know about the farms.</div><div>OFFLINE The control action is taken by the farmers to monitor the farms.</div></div> <div>CH</div>	Focus on J&P, tap into BE, understand RC

Identify strong TR & EM	<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>BEFORE: Finances, Heavy work overload and conflict in relationship</div><div>EM</div></div>		Identify strong TR & EM
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