

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)</div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>Farmers are our customer</div></div>	<div><div>6. CUSTOMER CONSTRAINTS</div><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>The availability of device, proper network Facilities and budget are several constraints, knowledge about the application</div></div>	<div><div>5. AVAILABLE SOLUTIONS</div><div>What solutions are available to your customer? Do they have any idea of how 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</div><div>Most commonly used irrigation type is drip irrigation</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><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>1).Monitoring farms climatic conditions</div><div>2).Automatic system for irrigation and fertilization</div><div>3).Soil analysis</div></div></div>	<div><div>9. PROBLEM ROOT CAUSE</div><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>When there is no knowledge about the soil problem arises on what to be sowed,climatic conditions also play a major role.</div></div>	<div><div>7. BEHAVIOUR</div><div>What does your customer do to address the problem and get the job done</div><div>The customers will reach us when they dont have idea on how to analyse the soil and to improve the current irrigation system</div></div>	
Focus on J&P, tap into BE, understand RC	<div><div>3. TRIGGERS</div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div>To get correct accuracy on what to be done on the farm amd to produce more crops and livestock quantitiavely.</div></div>	<div><div>10. YOUR SOLUTION</div><div>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.</div></div>	<div><div>8. CHANNELS of BEHAVIOUR</div><div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</div><div>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div></div>	Focus on J&P, tap into BE, understand RC

<div data-bbox="152 60 454 92">4. EMOTIONS: BEFORE / AFTER</div> <div data-bbox="721 60 761 92">EM</div> <div data-bbox="152 97 761 140"><p>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.</p></div> <div data-bbox="152 167 741 256"><p>As when the productivity increases farmers will be satisfied. There will not worry about the loss. Irrigation will be more efficient than before.</p></div>	<div data-bbox="826 167 1384 225"><p>There will be less weed growth ,maximum use of water efficiently , control of soil erosion and maximum crop yield.</p></div>	<div data-bbox="1498 181 2067 304"><p>We will reach the customer directly ask about their problems and provide effective solutions if their problem match are our application and provide their knowledge about to make their farming even more easier.</p></div> <div data-bbox="1498 347 2000 405"><p>In online mode we will do digital marketing using advertisement.</p></div>
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