CS

J&P

# Explore AS differentiate

Focus on J&P, tap into BE,

BE

# 1. CUSTOMER SEGMENT(S)

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

Define

CS,

R C

strong

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Statistical trend analysis using man Kendall equation and graphical

### 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.

Crops such as wheat Rice pulses are a stable in Indian diets

# 5. AVAILABLE SOLUTIONS

CC

RC

Which solutions are available to the customers when they face the

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

> Plants roots Erosion and an increases in flood and risk

# 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.

> Rained agriculture includes both permanent Crops as well as Annual crops

# 9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is the back story behind the need to do

i.e. customers have to do it because of the change in regulations.

Concentrate of Rainfall could mean Flooding or disrupted Supply chains

#### 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 benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

> Chiefly in nature as a result the regions Situated on the windward Leeward side

Famers are not well Equipped with Modern Methods of manual Irrigation

come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

Formers obtain most of the water for their crops, from rain

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

> The variation in distribution over the area is studied with the statistical parameters

Identify strong TR &