

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Who is your customer? i.e. working parents of 0-5 y.o. kids CS The farmers, who wants to yield the crops on 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 Production constraints have been identified that contribute to explaining the yield gap, i.e. limited water availability, limited nutrient availability, inadequate crop protection	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. Customers want a great experience, and part of that experience means not losing time, money, and patience. Brands similarly value their time and money, but they must always have the patience to deliver their customers a great experience. Even with the best efforts, however, difficult customer situations are sure to arise, and how they handle these situations can mean the difference between customer churn and long-term loyalty.	Explore AS, differentiate
	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 Soil Samples. As-Applied (planting, nutrient and crop protection) Data. Harvest Files. Input Cost Data.	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 With the changing of climate, agriculture faces increasing problems with extreme weather events leading to considerable yield losses of crops. Most often, crop plants are sensitive to stresses since they were mostly selected for high yield, and not for stress tolerance.	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) BE Providing the correct data and input with algorithms for a solution	
Focus on J&P, tap into BE, understand RC				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.

Using high yielding variety seeds.
Use of modern irrigation methods
so as to obtain more amount of water. Crop rotation so as to increase the fertility of the soil.

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.

before
the famer has stress based on production
after
after the good crop production farmer will be happy

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.

monitoring the health of crops in real-time,
create predictive analytics related to future yields and help farmers make resource management decisions based on proven trends. Reducing waste and improving profits.

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.

online
monitoring the analysis of crop yield
offline
gathering data for outcomes