Project Title: Fertilizers Recommendation System for Disease Prediction
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Define CS, fit into CC

Explore AS, differentiate

1. CUSTOMER SEGMENT CS

FARMERS

6. CUSTOMER CONSTRAINTS CC

- Mobile phone
- Network connection
- No cost
- Basic knowledge
- Free search
- User friendly

5. AVAILABLE SOLUTIONS AS

- To recommend the fertilizer for the current state of the soil.
- By calculating the pH and moisture content in soil.
- Soil analysis to increase the crop yield.
- Based on the soil report, Fertilizer will be recommended to the user.

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS J&P

- Agriculture-Importance sector in Today's life. In Agricultural aspects if plant affected by disease then it reduce the level of Agriculture.
- Disease on plants-Major constraint on production and major threat to food security.
- Fertilizers- Farmers does not find the availability of where the Fertilizers stock is currently available.
- Application- In agricultural aspects, there is no smart way to predict the plant disease and problem solving way by the farmers.

9. PROBLEM ROOT CAUSE RC

- Significant increases in algae harm water quality.
- Increases food resources and habitats.
- Limit visibility and alter plant growth.

7. BEHAVIOUR BE

- Soil parameters and temperature.
- Leaf wetness.
- Weather stations.
- Relative humidity.
- Due to fungus.
- Determine risky periods.

Focus on J&P, tap into BE, understand RC

3. TRIGGERS `TR`

Seeing neighbour farmer using smart application and get inspired.

4. EMOTIONS: BEFORE / AFTER `EM`

Before:
- Spraying wrong fertilizers leads to heavy plant damage.
- During climatic change, farmers does not earn proper yield.

After:
- By using smart applications we get better knowledge of fertilizers.
- Easy to predict the disease.

10. YOUR SOLUTION `SL`

- ✓ Disease- Effect on less amount of Agriculture production and compromises with quality.
- ✓ Fertilizers- By using the smart application they can easily track the agro services.
- ✓ Application- Used to solve a specific plant problem.

8. CHANNELS of BEHAVIOUR `CH`

ONLINE

➢ Farmers take the picture of affected plant and send it by using online applications
➢ Online platform shows the nearby fertilizer shop.
➢ Predicting the type of fertilizer to be used depending on the crop type and soil.

OFFLINE

➢ By the help of applications they have to use the fertilizers in correct manner
➢ Harvesting crops on time.