Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   **CS**
◊   Customers are the farmers in
    Urban and rural areas

6. CUSTOMER CONSTRAINTS   **CC**

◊   Lack of awareness
◊   Financial situation
◊   Unaccustomed to modern farming practices

5. AVAILABLE SOLUTIONS   **AS**
◊   This project provides solution to farmers during the periods of heavy rainfall.
◊   Well planned drainage system
◊   Set upping a rain cover

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS   **J&P**
◊   Updates of the rainfall data
◊   Exploring the data
◊   Visualizing the data
The problems are,
◊   Wrong input
◊   Data latency
◊   precision

9. PROBLEM ROOT CAUSE   **RC**
◊   Improper water management
◊   Poor resource management
◊   Unpredictable weather

7. BEHAVIOUR   **BE**
◊   Seek institutional aid
◊   Take on excessive dept
◊   Rely on uneducated guidence

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

3. TRIGGERS `TR`

◊

- ◊ The triggers of this project are
- ◊ Repeated financial loss and
- ◊ Poor yield

4. EMOTIONS: BEFORE / AFTER `EM`

Before: Panic in case of excess rainfall oncers regarding results in damage of crops and financial hardships.

After: can easily know the amount of rainfall in advance

10. YOUR SOLUTION `SL`

- ◊ Our historical rainfall data
- ◊ Predict the rainfall pattern for a given period
- ◊ Categorize the intensity of rain
- ◊ Develop a webpage to provide necessary guidelines for farmers

8. CHANNELS of BEHAVIOUR `CH`

The channels that support behaviors are
- ◊ Proper visualization of data
- ◊ Choosing correct data
- ◊ Proper marketing and advertising