

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

Who is your customer?

Botanists, Phytologists, Farmers, Agro based Industries

CS

6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices of solutions?

The risks and problems are the obstacles for the customers which limits them from proceeding further in the process.

CC

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have?

Proper disease can be predicted and a suitable fertilizer can be recommended for that particular disease, which will be efficient economically.

AS

Explore AS, differentiate

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

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.

Prediction of the Plant disease precisely could be a problem
Recommendation of a suitable fertilizer could be a problem as well

J&P

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.

It can both Man-made error or machine error which can sometimes go wrong.
This can cause a problem in proving an accurate or desired result.
This is the main root cause of this issue.

RC

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)

Based on the Symptoms the plant disease can be predicted accurately
Proper Fertilizer can be recommended

BE

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

Identify strong TR & EM

3. TRIGGERS

What triggers customers to act?

Using the fertilizer which is more efficient, rather than using all fertilizers will be a efficient practise

TR

4. EMOTIONS: BEFORE / AFTER

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.

If the results are not up to the expected point, it makes them feel frustrated.

EM

10. YOUR SOLUTION

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.

A proper Fertilizer must be recommended to a specific plant disease, which is done by predicting accurate plant disease. The user must get accurate results and the solution must be economically efficient.

SL

8. CHANNELS of BEHAVIOUR

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

Check for the Symptoms for the plant disease and the fertilizers.

8.2 OFFLINE

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

Getting the suitable fertilizers

CH

Extract online & offline CH of BE