Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS

Farmers, Agriculturists, and plantand soil researchers.

6. CUSTOMER CONSTRAINTS   CC

The root cause of this problem is due to unfavourable soil properties, fertility imbalance,physical injuries and unhealthy saplings.

5. AVAILABLE SOLUTIONS   AS

Staking and trellising for soil preventing reducing the disease

Explore AS, differentiate

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

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

Helps to predict disease at an early stagewhich in turn helps customers to protect crops at their early stage.

9. PROBLEM ROOT CAUSE   RC

The root cause of this problem is due to unfavourable soil properties, fertility imbalances, physical injuries andunhealthy saplings.

7. BEHAVIOUR   BE

Plant diseases vary in incidence From season to season due to differences in the nature and amount of inoculum, environmental conditions, numbers and activity of vectors, and other factors which affect the development and spread of pathogens.

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

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3. TRIGGERS   TR

1. Fertilizers available at affordable cost.
2. An user efficient portal
3. Anytime usage

10. YOUR SOLUTION   SL

The solution is based on deep

8. CHANNELS of BEHAVIOUR   CH

4. EMOTIONS: BEFORE / AFTER   EM

1. To design a such system that candetect crop disease and Pest accurately.
2. Create a database of insecticides for respective pests and diseases.
3. To provide a remedy for thedisease that is detected.

learning to classify plants, and diseases
and suggest the fertilizer for the prevention

1   . Whole-scale retailers
.2. Smallholder farmers. medium and small-scale agro-dealers.