Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS
Who is your customer?

Smart farmer app is used by Farmers

6. CUSTOMER CONSTRAINTS CC
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.

The Farmers are skeptical about the automated systems and thought that the Traditional way of irrigation is best way for them,So we have change the mind set of the farmers,need to aware them abiut technologies

5. AVAILABLE SOLUTIONS AS
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? i.e. pen and paper is an

Pros : save the water by controlled irrigation and one time installation for the season
Corns: Maintanance is required ,protect system from the environmental affects

Explore AS, differentiate

Focus on J&P, tap into BE, understand

2. JOBS-TO-BE-DONE / PROBLEMS J&P
Which jobs-to-be-done (or problems) do you address for your

- Waste reduction
- Cost Management
- Prediction of yield is possible

9. PROBLEM ROOT CAUSE RC
What is the real reason that this problem exists? What is the back story behind the

- It is difficult to monitoring the field by the farmers,Poor irrigation system is a major issues.
- Traditional farming is not concern about the water management consumption
- Upcoming farmers never have the experience in the agri field,that also affects the Production

7. BEHAVIOUR BE
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

- After using the smart farming system,they would see the production difference
- And also see their water consumption is efficiency

Focus on J&P, tap into BE, understand

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.

Smart farming triggers the farmer because it provide better understand about important factor such as irrigation

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.

- In smart farmer application,automated systems or intelligent pumps are used
- Soil moistures sensors are used in different areas to get the moisture of soil in agriculture land based on

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

- The Sensor interact with each other through internet connection.
- The Data collected from the sensors are sent to the web server which is accessed using internet connection

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.

- Farmers Affected by various factor like water which is beyond the control. So this technology helps farmer to cope with climate change,soil erosion and crop loss effectively.