

<div>Define CS, fit into CC</div>	<div><div>1.CUSTOMER SEGMENT(S)<div>CS</div></div><div>Farmers are the customers for the application.</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>Good network connection is required for the application to work properly.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>Farmers can use the fertilizers based on the knowledge they have. The prediction may not always be correct. Hence they may not get expected yield all the time.</div></div>	<div>Explore AS, differentiate</div>
<div>Focus on J&P, tap into BE, understand RC</div>	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div><div>This application helps farmers by recommending the fertilizer to be used on the infected crop. The job is to identify the type of disease occurred in the crop.</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>Due to the lack of proper knowledge about the crop diseases and unaware of the amount and what kind of fertilizers need to be used to prevent the diseases .</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>Directly related: Customers can get the proper fertilizers to be used for the disease prevention and does not require any knowledge on the fertilizers. Indirectly related: They need not wait for so long in order to get the recommendation</div></div>	<div>Focus on J&P, tap into BE, understand RC</div>

Identify strong TR & EM	3. TRIGGERS TR <p>As the application predicts the disease and offers the best solution by recommending the suitable fertilizer.</p>	10. YOUR SOLUTION SL <p>Recommending the correct fertilizer to be used is the solution for preventing the disease in the plant. Our application suggests the good fertilizer for the disease.</p>	8.CHANNELS OF BEHAVIOUR <p>Online: Providing online assistance to the farmer, regarding the knowledge about the application, and by giving more knowledge about AI and assistance about the fertilizer recommendation.</p> <p>Offline: By conducting Awareness campus to teach the importance and advantages of the automation and AI which helps in the fertilizer recommending in the development of agriculture.</p>	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM <p>Before: As they are not aware of the preventive methods, crop gets destroyed due to the disease and there is huge loss and there efforts gets wasted.</p> <p>After: By taking the necessary steps in preventing the disease the crop yield will be high .</p>			