**Define CS, fit into CC**

**1.CUSTOMER SEGMENT(S)** CS

Farmers are the customers

for the application.

**6. CUSTOMER CONSTRAINTS** CC

Good network connection is

required for the application to work

properly.

**5. AVAILABLE SOLUTIONS** AS

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.

**Explore AS, differentiate**

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

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

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.

**9. PROBLEM ROOT CAUSE** RC

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 .

**7. BEHAVIOUR** BE

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

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

### 3. TRIGGERS                TR

As the application predicts the disease and offers the best solution by recommending the suitable fertilizer.

### 4. EMOTIONS: BEFORE / AFTER    EM

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.

After: By taking the necessary steps in preventing the disease the crop yield will be high .

### 10. YOUR SOLUTION        SL

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.

### 8.CHANNELS OF BEHAVIOUR

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.

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.