Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

- Farmers
- People

6. CUSTOMER CONSTRAINTS

- Cost constraint
- Time constraint

Explore AS, differentiate

5. AVAILABLE SOLUTIONS AS

- Internet
- Knowledge about application
- Devices

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

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

- To predict the rainfall and the crops that could be grown on a particular region based on the rainfall that has been predicted

9. PROBLEM ROOT CAUSE RC

- Insufficient water supply
- Better water management
- unpredictable rainfall and climatic changes

7. BEHAVIOUR BE

- Directly related: Determine the on-target crop that could be grown in their region, and predict the benefits.
- Indirectly associated: customers can be free from stress and will have relaxation and inner peace

3. TRIGGERS   `TR`

- ➢ To create innovation to predict the weather to save water and crops.
- ➢ Seeing their neighbors using our application, planting/growing the crops, and getting benefitted with the huge amount of profit.

4. EMOTIONS: BEFORE / AFTER   `EM`

- ➢ Dejected, insecure > confident, in control, satisfactory.
- ➢ Extract online
- ➢ & offline CH of BE

10. YOUR SOLUTION   `SL`

Will be predicting the rainfall with the region as input and will be suggesting the crop for it.

8. CHANNELS of BEHAVIOUR   `CH`

8.1 ONLINE

They would search for online weather prediction site

8.2 OFFLINE

Try to predict the weather using the traditional method, and ask for suggestions from their near ones.