

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

- Farmers
- People

6. CUSTOMER CONSTRAINTS CC

- Cost constraint
- Time constraint

5. AVAILABLE SOLUTIONS AS

- Internet
- Knowledge about application
- Devices

Explore AS, differentiate

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.

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.