

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? According to our problem, farmers and land owners are our customers.	6. CUSTOMER CONSTRAINTS CC What constraints prevent your customers from taking action or limit their choices of solutions? Our application is budget friendly and it has all services in one kit	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? If the system get corrupt and when it fails to notice the farm, an supplementary monitor will be fixed for safety.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? We will address the entry of animals and water (humidity) level in the farm to our customers.	9. PROBLEM ROOT CAUSE RC What is the real reason that this problem exists? What is the back story behind the need to do this job? The major reason for our problem is farmers don't have security service, farmers can't look up the farm all over day, this will lead to the effect of damages of crops in the farm by the entry of animals and birds and also some problems like excess water flow by the sprinkler which leads to the wastage of water.	7. BEHAVIOUR BE What does your customer do to address the problem and get the job done? Customers has to check the monitor for suveillance and also check whether they get alarm of warning from our kit.	
Focus on J&P, tap into	3. TRIGGERS TR What triggers customers to act? i.e. seeing their neighbour installing If the land of one person is safe compare to the land of other they will also start using our kit for their profit.	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. Our solution is to protect the farm using IOT based smart crop protection system, it will protect the crops by monitoring the farm and also a gps is connected to inform about the survillence of farm to the owner they can activate and deactivate the electric fence, and also an automatic water sprinkler is used to reduce water wastage. Thus it protects the farm in safety manner.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? If the customers notify the entry of animals, they can switch on the electric safety fence 8.2 OFFLINE What kind of actions do customers take offline? If they don't notice it, a call will be generated to the owners.	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem or a job and afterwards? At first one customer will feel nervous about their safety of farm, after the usage they will feel safe.			