

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

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Farmers looking to estimate
the crop yield in their fields

6. CUSTOMER CONSTRAINTS**CC**

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

Lack of knowledge about the crop yield and the products to be used to get increase production. Lack of source to gain information about this.

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? i.e. pen and paper is an alternative to digital notetaking

There was no sufficient knowledge about different techniques to improve productivity. So they kept using the traditional techniques like regular manures and common irrigation techniques

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

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

To predict the crop yield to improve the crops with minimal expenditure.

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? i.e. customers have to do it because of the change in regulations.

The reason of crops getting damaged is not clear. This leads to a decrease in profit. The need for this job is to tackle this disadvantage.

7. BEHAVIOUR**BE**

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

Regular manures - to improve productivity.
climatic and seasonal changes - prediction

3. TRIGGERS**TR**

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

When other farmers make more profit compared to their yield.

4. EMOTIONS: BEFORE / AFTER**EM**

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Frustration, confusion, helpless

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.

Choosing a dataset to perform analysis on it to find various trends.
Techniques to improve productivity based on location, soil type etc.

8. CHANNELS of BEHAVIOUR**CH****8.1 ONLINE**

What kind of actions do customers take online? Extract online channels from #7

NIL

8.2 OFFLINE

What kind of actions do customers take offline?
Extract offline channels from #7 and use them for customer development.

Information and various techniques to improve productivity will be provided to the farmers.