

Define CS, fit into CC

### 1. CUSTOMER SEGMENT(S) CS

Who is your customer?

According to our problem statement, Farmers who invested in crops and plantation is the end user.

### 6. CUSTOMER CONSTRAINTS CC

What constraints prevent your customers from taking action or limit their choices of solutions?

Our Smart plant monitoring system is on budget and it would work only with the gps technology and it is could be monitored on all smart devices.

### 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?

When the GPS system is not working properly, Then the notifications won't be able to reach the customers on time. That time they requires a skillful technician to handle the issues.

Explore AS, differentiate

Focus on J&P, tap into

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

Which jobs-to-be-done (or problems) do you address for your customers?

IOT based smart crop protection system assists Farmers to monitor crops with the help of Humidity sensor, Moisture sensor, Airflow sensor and to spray water, if needed.

### 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 solution is proposed to rectify the problem of labor shortage and to reduce the Cost budget. Even in case of absence of physical workers, The system automatically monitors the humidity level in plants and waters on time.

### 7. BEHAVIOUR BE

What does your customer do to address the problem and get the job done?

The customer could get help from the help option in the settings of the application and if they are facing any issues they can make a report in the help desk and the technicians would look into the problem.

Focus on J&P, tap into

Identify strong TR & EM

### 3. TRIGGERS TR

What triggers customers to act?

Since This protection system uses cost efficient equipment and inculcates less Labors, These system could be also utilized by other neighboring farmers in that region.

### 4. EMOTIONS: BEFORE / AFTER EM

How do customers feel when they face a problem or a job and afterwards?

The customers would feel anxious at first then they would try to think of a solution to solve it themselves.

### 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 to the plant monitoring process makes the farming process efficient by tracking their growth scale of plants and waters on time. Also it notifies the customer about the entire process 24/7

### 8. CHANNELS of BEHAVIOUR CH

8.1 ONLINE

What kind of actions do customers take online?

If it is in online mode, the customers can make a report in the help section present in the setting option.

8.2 OFFLINE

What kind of actions do customers take offline?

If it is in offline mode, the customers can directly send a feedback mail or message to the resource person.

Extract online & offline CH of BE

