

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>Farmers are the customer for this application. This application is easy to use for the customer and then it suggests the correct fertilizers to the customer.</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>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.</div><div><ul style="list-style-type: none">It supports in all the devices.Capturing the image of the crop will be in required picture to identify the disease of the crop.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>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</div><div><ul style="list-style-type: none">This application finds the disease in crops by identifying quality of leavesIt supports in mobile, desktop etc.,</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div>This application is used to identify the diseases of the crop and it will recommend the correct fertilizer for their crops</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>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.</div><div>Existing need to put a lot of effort in taking care of the plants, like fertilizing, watering, it is time consuming</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>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)</div><div>It will improve Soil quality, Good Harvest and save lot of money.</div></div>	
	<div><div>3. TRIGGERS<div>TR</div></div><div>What panel Customers will feel that this application will improve the quality and quantity of the crops, but also feel that it is too expensive.</div></div> <div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>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.</div><div>Before: Poisoning due to pesticides and loss of money After: The effort you put in will be worth it in time.</div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>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 inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</div><div><ul style="list-style-type: none">Using the recommended fertilizer in the disease-affected crop is one of our solutions for our application.It will provide the solution within a minute</div></div>	<div><div>8. CHANNELS of BEHAVIOUR<div>CH</div></div><div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</div><div>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7and use them for customer development.</div><div>Online: Need skilled professionals and basic knowledge of the crops and fertilizers. Offline: Most of the gardening techniques were learned from reading books</div></div>	
Identify strong TR & EM		Identify strong TR & EM		

