Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Household Women
Interested People
People in urban areas and multi-storey building
Farmers
Gardeners

6. CUSTOMER CONSTRAINTS — CC

Customer may not aware of what disease present in plants and fertilizers

5. AVAILABLE SOLUTIONS — AS

AI based plant disease detection

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Lack of knowledge lead to inability of the farmers and gardeners to identify the diseases that affect their plants.

Excessive use of fertilizers damages the plants

9. PROBLEM ROOT CAUSE — RC

Abnormality in plants leads to their death. Large scale disease/infection spread will reduce crop yield. Improper diagnosis may guide cultivators toward the supply of incorrect fertilizers which will not rectify the problem. Even excessive use of the required fertilizer may lead to damage the plants

7. BEHAVIOUR — BE

- The user uploads the images as input.
- The affected leaves image are separated from the unaffected leaves.
- Based on deep learning, the disease is predicted.
- Necessary fertilizers rich in nutrients are recommended.

Focus on J&P, tap into BE, understand RC

3. TRIGGERS — TR

Fertilizers contain nutrients that are required for the proper development of the plant.

10. YOUR SOLUTION — SL

An automated system that takes the images as input and identifies the disease that affects the plant. This will be done using the Deep learning techniques. Based on which the fertilizers are suggested.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE

Social Media

8.2 OFFLINE

Word of Mouth
Paper Ad

4. EMOTIONS: BEFORE / AFTER   EM

Soil may not have adequate quantities of all nutrients. Rate of replenishment of soil nutrients is much slower than the rate of consumption. Hence fertilizers are required to balance these rates by providing enough nutrients to the soil and plants directly thereby allowing the soil to replenish at its own rate.