

Define CS, fit into CC Focus on J&P, tap into BE, CS	1. CUSTOMER SEGMENT Farmer	6. CUSTOMER CONSTRAINTS The most important constraints to increased fertilizer uptake stem from missing public goods that are not specific to inorganic fertilizer but are implicated in broad efforts to increase rural economic growth, particularly in continuing to expand and deepen crop output markets to ensure reliable returns to the use of fertilizer and in improving rural transportation networks.	5. AVAILABLE SOLUTIONS Using pathogen free seeds produced in drought – prone regions Using fertilizers can increase plant growth rate and ensures plants are getting supplied with every nutrient they need.	Explore AS, differentiate Focus on J&P, tap into BE, AS
	2. JOBS-TO-BE-DONE / PROBLEMS Identify symptoms in the infected crops and Recommend fertilizers to the infected crops	9. PROBLEM ROOT CAUSE Poorly drained without water and nutrients like nitrogen, phosphorus, are less in the soil	7. BEHAVIOUR Customers can discuss with friends, families and near by land owners Apply for loan	Focus on J&P, tap into BE, BE
3. TRIGGERS TR	4. EMOTIONS: BEFORE / AFTER Farmer is confused when he first see the plant virus infected plants as thousands of questions revolve in his mind that why the plant has died. He feels insecure and frustrated.	10. YOUR SOLUTION Checks the symptoms in the crops and identify the disease and we want to predict the correct and efficient fertilizers. We want to use some algorithms and obtain these results.	8. CHANNELS OF BEHAVIOUR 8.1 ONLINE Ask queries in the website and take better fertilizers for the infected crops 8.2 OFFLINE Get weather conditions from the radio or newspapers.	CH api

