

Define CS, fit into J&P	<div>1. CUSTOMER SEGMENT(S) Farmers(people) CS</div>	<div>6. CUSTOMER CONSTRAINTS Limited Water availability,limited nutrient availability,inadequate crop protection,unstable climatic behaviour. CC</div>	<div>5. AVAILABLE SOLUTION Climatic changes are the major problem that the farmers are facing,so by using data analytics method we can predict the climatic changes lively AS</div>	Explore AS, differ BE
	<div>2. JOBS-TO-BE-DONE / PROBLEMS. By data mining we can retrieve the historical data for the better yield crop production and by data analytics we can predict the last year data for the better yield production. J&P</div>	<div>9. PROBLEM ROOT CAUSE Crop yield prediction is used by farmers to make decisions about when to plant and harvest crops based on soil moisture content,pest infestation and other factors such as weather condition and fertilizer requirements. RC</div>	<div>7. BEHAVIOUR Directly related : Try to find a solution to prevent these problem. Indirectly related : Try to predict the weather condition for crop yielding. BE</div>	
Focus on J&P, tap into BE, understand RC				

Identify strong TR & EM

<div>3. TRIGGERS Data analytics can help farmers monitor the health of crops in real time ,create predictive analytics related to future yields so it become impressive to others.</div>	<div>10. YOUR SOLUTION Using data analytics farmers can easily predict the weather condition so it becomes the way to increase the crop production. SL</div>	<div>8.CHANNELS of BEHAVIOUR 8.1 ONLINE Live data 8.2 OFFLINE Historical data CH</div>
--	--	--

Identify strong TR & EM

	<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>BEFORE: Feeling Frustrated</div><div>AFTER: Feeling Happy</div></div> <div>EM</div>			
--	---	--	--	--