Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

> The Customers are the "FARMERS" who are doing farming in agriculture field.

6. CUSTOMER CONSTRAINTS — CC

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.

> The constraints are model is little bit expensive and the farmers may think to invest in it.

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? i.e. pen and paper is an alternative to digital notetaking

> If they know the heavy rainfall in advance the can build different types of Storage Containers to store Rainwater.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

> The farmers want to know whether there will be Heavy Rain or not so that the farmer can take precautionary measures.

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? i.e. customers have to do it because of the change in regulations.

> The root cause is due to the floods that come during the rainy season and the crops should be saved from Damage which is caused by the flood.

7. BEHAVIOUR — BE

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)

> To know about the weather conditions of the city where the agriculture field is located So that we can implement cropping and irrigation.

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

Identify strong TR & EM

3. TRIGGERS — TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

> The trigger is to use rain water for future purpose by storing it.

4. EMOTIONS: BEFORE / AFTER — EM

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.

> The loss of crop is a huge loss not only for the farmers and also for the entire wellbeing. Farmers can able to save their crop from damage caused by heavy rainfall.

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.

> The solution is to save the crops from heavy rainfall so that the farmers can feel happy and can sold the crops in the market efficiently.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

> Customers can get the weather updates consistently from our model so that they can take related actions.

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

> From knowing the weather conditions in advance The farmers can guide their neighbor farmers to save their crop.

Identify strong TR & EM