CS

J&P

TR

 $\mathbf{E}\mathbf{M}$

1. CUSTOMER SEGMENT(S)

The farmers who growing crops in their fields

6. CUSTOMER CONSTRAINTS

Improper Fertilizer Recommendation and Inadequate Knowledge on Various Plant Diseases

5. AVAILABLE SOLUTIONS

- Cultivation tips
- All pests and diseases that might appear in different stages of the plant
- A fertilizer calculator is available to calculate and recommend an accurate amount of fertilizer

xplore AS, differentiate

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

Extract online & offline CH of BE

BE

CH

2. JOBS-TO-BE-DONE / PROBLEMS

Farmers are concerned about various pathogen diseases that will occur in different stages of plant.

9. PROBLEM ROOT CAUSE

- Changes in cultivation methods
- Inadequate plant protection techniques
- Various pathogen Diseases

7. BEHAVIOUR

RC

SL

To determine the plant diseases by observing the symptoms on the leaves of the plant.

3. TRIGGERS

Suitable fertilizers recommendation and safe precautions for the growth of the plant

4. EMOTIONS: BEFORE / AFTER

If they faced a problem, they could confidently handle problem and ease to access

10. YOUR SOLUTION

A web application that can accurately predict a plant Diseases and recommending a suitable fertilizer for those diseases
Introducing a new feature as Government subsidies.

8. CHANNELS of BEHAVIOUR

Promoting through agroservice applications with the help of agriculture researches

OFFLINE

ONLINE

Requesting the agriculture research persons to visit their fields and take precautionary actions