

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” whose full time job
is farming.

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 the lack of using
suitable fertilizer for the disease that is
in low cost and lack of suggestions
about fertilizer.

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 disease that is affected
by plants and use the fertilizer
accordingly they can cure the disease in
perfect manner.

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 are recommended to know
their plant disease earlier by scanning
the plant with the app and plan to use
the fertilizer as suggested because
overusing it may cause other problems.

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 some insects,
not to take proper care of plants and
crops and lack of water.

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 the disease well and use the
suitable fertilizer. Next, to share the weekly
update of plants recovering from the disease
using the app where we have group of experts.

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 install solar panels, reading about a more efficient solution in the news.

The triggers is to use the same fertilizer that is used by
nearby agricultural field whose plants or crops affected
by the same disease.

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- includes the decrease in
food production.
Insecure- includes the lost of crops and
may also agricultural field.

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 provide the more
suggestions of fertilizer that is available in
their surroundings and weekly update of
plants after using fertilizer where we have
group of experts.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

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

The kind of actions in online include the
uploading photo of disease, location and
the days or week count of the plants that
is affected by the disease.

8.2 OFFLINE

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

The kind of actions is to get advice
from nearby farmers or
agricultural experts.

Identify strong TR & EM

