

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 installingsolar 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 inthe 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 #7and use them for customer development.

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

Identify strong TR & EM

