

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <div>1. Farmers 2. Distribution units 3. General public</div>	6. CUSTOMER CONSTRAINTS CC <div>1. Lack of education 2. Lack of resources to obtain forecast</div>	5. AVAILABLE SOLUTIONS AS <div>1. Expert opinions 2. Practices passed down from generations 3. Government bodies providing support</div>	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <div>1. Loss in produce due to unpredictable nature of monsoons 2. Poor irrigation strategies</div>	9. PROBLEM ROOT CAUSE RC <div>1. Lack of resources 2. Absence of weather forecast</div>	7. BEHAVIOUR BE <div>1. Reach out to government bodies for assistance 2. Alter crop cycle</div>	
Focus on J&P, tap into BE, understand RC	3. TRIGGERS TR <div>1. Increased loss 2. Need for rainfall forecast</div>	10. YOUR SOLUTION SL <div>Our solution aims at analysing rainfall data to provide a forecast of seasonal rains to agricultural lands in order to enable farmers to implement better cultivation plans to eventually increase yield and profits.</div>	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE <div>Register to the service to view the forecast</div> 8.2 OFFLINE <div>Obtain assistance of local bodies to implement better cultivation strategies</div>	Focus on J&P, tap into BE, understand RC
	4. EMOTIONS: BEFORE / AFTER EM <div>1. Hopeless 2. Seeking for help 3. Relieved</div>			