

Define CS, Fit in CC	1. CUSTOMER SEGMENT(S) Who is your customer?	CS	6. CUSTOMER CONSTRAINT. What constraint prevents your customer from taking action or limiting their choice of solution?	CC	5. AVAILABLE SOLUTION Which solutions are available to the customer when they face the problem.	AS	Explore AS, Differentiate
	Farmers are our main customers. We only focus on farmers.		This may include very few constraints like power management from solar during rainy days, periodic change of on ground sensors, lack of internet connectivity for remote monitoring.		There are various solutions that are available in the market right now like controllers for automated irrigation systems that work by sensing the soil moisture, solenoid valves for automted change of water path.		
Focus on J&P, Tap into BE, Understand RC	2. JOBS-TO-BE-DONE/PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; Explore different sides	J&P	9. PROBLEM ROOT CAUSE. What is the real reason that the problem exists?	RC	7. BEHAVIOR What does your customer do to address the problem and get the job done.	BE	Focus on J&P, Tap into BE, Understand RC
	<ul style="list-style-type: none"> Pest control. Timely irrigation. Constant nutrient monitoring. Estimated time for cultivation. Additional nutrient supplements. Estimated crop yield. Environment monitoring. 		The only real reason that this problem exists is the lack of awareness and ratio of proven results which could create trust over the system.		This includes various calculation parameters before installing the system in the farm: <ul style="list-style-type: none"> Soil testing. Source for power. Right supplies. Land area calculation. Right appliances for the right size 		
Identify string TR & ME	3. TRIGGERS What triggers customers to act.	ER	10. YOUR SOLUTION Our solution involves autonomous system which does the following:	RC	8. CHANNELS of BEHAVIOR 8.1. ONLINE The online channels are used for remote monitoring of crops, this includes the transfer of data like humidity, temperature, soil moisture, NTP server for date and time etc,.	CH	Identify string TR & ME
	4. EMOTIONS: BEFORE/AFTER How do customers feel when they face a problem or a job and afterwards.	TM	<ul style="list-style-type: none"> Automated irrigation (Only on demand). Pest reminders. Autonomous weather monitoring. Change the irrigation pattern automatically based on the rain cycle. Estimated crop income. Estimated yield. Remote monitoring. Continuous soil nutrients monitoring. 		8.2 OFFLINE The offline channels include various parameters like the type of crop grown., date of sowing, approximate expenditure at each phase, irrigation control, these could be operated offline.		
	<ul style="list-style-type: none"> Seeing nearby adopting better agriculture practice. Better income rates. Better yield. 						