

Define CS, fit into CC	<p><b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span></p> <ul style="list-style-type: none"> <li>• Farmers</li> <li>• Individuals associated with agricultural activities, cultivation, harvest and sales of the harvested goods.</li> </ul>	<p><b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span></p> <p>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.</p> <ul style="list-style-type: none"> <li>• Monetary Issues</li> <li>• Network Issues</li> <li>• Lack of Awareness</li> <li>• Quality of soil, manure, water etc.</li> </ul>	<p><b>5. AVAILABLE SOLUTIONS</b> <span>AS</span></p> <p>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</p> <ul style="list-style-type: none"> <li>• Traditional ways of prediction</li> <li>• Precision farming</li> </ul>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<p><b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span></p> <ul style="list-style-type: none"> <li>□ Help them understand the usage of prediction and software for better results in agriculture</li> <li>□ Data is to be collected and awareness should be brought in order to orchestrate the above mentioned</li> </ul>	<p><b>9. PROBLEM ROOT CAUSE</b> <span>RC</span></p> <ul style="list-style-type: none"> <li>□ Weather conditions</li> <li>□ Soil Conditions</li> <li>□ Water availability</li> <li>□ Unpredictable weather conditions</li> <li>□ Pest issues</li> <li>□ Manure and other usages</li> <li>□ Crop resistance</li> </ul>	<p><b>7. BEHAVIOUR</b> <span>BE</span></p> <ul style="list-style-type: none"> <li>□ Try to get help from agricultural experts</li> <li>□ Try to take up non-natural means of cultivation for quicker harvest</li> </ul>	Focus on J&P, tap into BE, understand RC

**3. TRIGGERS**

TR

What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.

Seeing their neighbor farmers have a better yield by usage of natural or non-natural means

**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.

Before: insecure > strength / trust of growth: After

**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 behavior.

An interactive, visualization dashboard that precisely indicates the predictions of the needed parameters for farmers to get insights about what is needed. It is a one-stop solution and there is no extra setup that is required.

**8. CHANNELS of BEHAVIOUR**

CH

**8.1 ONLINE**

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

None

**8.2 OFFLINE**

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

- Trying to use pesticides and fertilizers that increase gain but cause harm
- Irrigation channel changes