

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Agriculture consumers

CS

6. CUSTOMER CONSTRAINTS

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.

1. Enterprise Diversification
2. Crop Insurance
3. Contract Production
4. Evaluating New Technologies

CC

5. AVAILABLE SOLUTIONS

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

1. Prevention of Adequate education to farmer
2. Provision Large Area of Land to Farmer
3. Reducing of the crop farmer inputs to farmers

AS

Explore AS, differentiate

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.

1. A Farmer manages farms, ranches, greenhouses, nurseries, and other agricultural production organizations.
2. Farmers are involved in planting, cultivating, performing post-harvest duties, overseeing livestock, and supervising farm labor depending on the type of farm.

J&P

9. PROBLEM ROOT CAUSE

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.

With the changing of climate, agriculture faces increasing problems with extreme weather events leading to considerable yield losses of crops. Most often, crop plants are sensitive to stresses since they were mostly selected for high yield, and not for stress tolerance.

RC

7. BEHAVIOUR

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)

1. Increasing incomes.
2. Agricultural transformation is very slow in India.
3. Generating employment opportunities.
4. Reducing risks in agriculture.
5. Developing agriculture-infrastructure.
6. Improving quality of rural life.

BE

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS

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

Yield is influenced by climate and temperature

TR

4. EMOTIONS: BEFORE / AFTER

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.

feeding a growing population and protecting the environment

EM

10. YOUR SOLUTION

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.

1. It's key for farmers to practice crop rotation as part of a strategy to increase crop yield.
2. Planting an alternating crop helps diversify the demands placed on your soil

SL

8. CHANNELS of BEHAVIOUR

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

Channels of rice: Producer—miller—>consume

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

Offline interactive marketing, discussing the framework of O2O system

CH

Extract online & offline CH of BE