1. CUSTOMER SEGMENT(S)

CS

Farmers are the first customers for this kind of Application. Farmers can easily use this Applications and get suggestions for fertilizers to be used correctly

6. CUSTOMER CONSTRAINTS

CC

Availabilty of good networks. Capturing the image in a required pixels to get a accurate prediction of disease in the plant.

5. AVAILABLE SOLUTIONS

AS

Explore AS, differentiate

People judge the disease in plants by identifying through the change of leaf's quality

2. JOBS-TO-BE-DONE / PROBLEMS



This application focuses on helping the farmers who needs a better recommendation system for fertilizers for the infected plants. Identifying the plant diseases is one of the greatest problem here.

9. PROBLEM ROOT CAUSE

RC

Various diseases on the plants can lead to reducing the quality of it and the production of the plants can also decrease. The insects on the plants can spread the disease.

7. BEHAVIOUR

BE

Directly:

Farmers can easily identify the disease by the application and they will not need any additional knowledge for predicting the diseases.

Indirectly:

Farmers can get the results through online immediately.

ո J&P, tap into BE, understand RC

3. TRIGGERS

TR

Seeing their crops being affected by the diseases and facing the huge loss in quality and production.

4. EMOTIONS: BEFORE / AFTER

EM

Before: Losing slef-confidence, Distress

After: Gaining self-confidence, Relief

10. SOLUTION

SL

Using the fertilizer is one of the solution for the plant diseases. Our Application use the image of the infected plants by identifying the disease and suggest the suitable fertilizers for that disease.

8.CHANNELS of BEHAVIOUR



Online:

Basic knowledge on the plant and fertilizers

Offline:

People try to identify the disease by the quality of the leaves.