

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S) Who is your customer? Farmers are the customer</div> <div>C</div>	<div>6. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or limit their choices of solutions? Spending power, budget, no cash, network connection, available devices.</div> <div></div>	<div>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,Understand the mechanism of infection 2,Choose the right plants for the site 3,Use disease-resistant varieties 4,Keep a clean garden:roguting,rotating crops aad sanitizing tools. 5,Create a well balanced soil.</div> <div>A</div>	Explore AS, differential
	<div>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. Jobs to be done are to find out the suitable fertilizer that will not cause side effects to the plants .</div> <div></div>	<div>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. Root cause of Infectious plant diseases are pathogenic organisms such as fungi,bacteria,viruses,protozoa as well as insects and parasitic plants. Customer have to install this application inorder to know the suitable fertilizer for particular plant disease.</div> <div>RC</div>	<div>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) Scan the disease affected plant using the application and the search for appropriate type of disease that is shown in the application.</div> <div>BE</div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC

Identify strong TR & EM	<div>3. TRIGGERS What triggers customers to act? Seeing their neighbours installing the application in their mobile phone to detect the disease and recommend a suitable fertilizer triggers the customer to act.</div> <div>TR</div>	<div>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. Even usage of fertilizer is unhealthy for the plants The role of fertilizers in food production is usually underestimated. Fertilizers are food for plants. Fertilizers replace the nutrients that crops remove from the soil. Without the addition of fertilizers, crop yields and agricultural productivity would be significantly reduced.</div> <div></div>	<div>8. CHANNELS of BEHAVIOUR 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 The customer scans the disease affected plant using the application And knows the suitable fertilizer. 8.2 OFFLINE What kind of actions do customers take offline? Buys the fertilizer and spray in the field or on affected plant.</div> <div>CH</div>	Identify strong TR & EM
	<div>4. EMOTIONS: BEFORE / AFTER How do customers feel when they face a problem or a job and afterwards? Before>After Lost, insecure > confident, in control Poor physical health> good health Poor mental health>better mental health</div> <div>EM</div>			

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