Define customer segments, fit into customer limitations

1. CUSTOMER SEGMENT(S)
Add

Farmers

Researchers

Public

6. CUSTOMER LIMITATIONS E.G. BUDGET, DEVICES
Add

Does not provide correct information(Guarantee)

knowledge person

5. AVAILABLE SOLUTIONS PLUSES & MINUSES
Add

Former benefits

Help researching for studies

Focus on problem, tap into behavior, understand root cause

2. PROBLEMS / PAINS + ITS FREQUENCY
Add

Server down(Maintenance)   Accuracy issues

9. ROOT / CAUSE OF PROBLEM
Add

Weather conditions   climate changes

7. BEHAVIOR + ITS INTENSITY
Add

Weather repot   Change of temp

Identify strong triggers & emotions

3. TRIGGERS
Add

Improved farming

4. EMOTIONS
Add

Does not correct information(change climate)

10. YOUR SOLUTION
Add

Benefits for formers

Growth cultivation

Providing climate details

8. CHANNELS OF BEHAVIOR

ONLINE
Add

Access to website

OFFLINE
Add

Read newspaper