

Define customer segments, fit into customer limitations

1. CUSTOMER SEGMENT(S) <div>Add</div> <p>poultry farmers are 45-65 years old, average farmer 58 years</p>	6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> <div>Add</div> <p>Customer Limitations: Limited access to smartphones</p> <p>Reliable internet, and technical expertise in rural areas</p>	5. AVAILABLE SOLUTIONS <small>PLUSES & MINUSES</small> <div>Add</div> <p>Develop a low-cost</p> <p>Offline-capable mobile app with simplified interfaces</p> <p>To enhance accessibility for rural farmers</p>
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Focus on problem, tap into behavior, understand root cause

2. PROBLEMS / PAINS <small>+ ITS FREQUENCY</small> <div>Add</div> <table><tr><td>Delayed disease detection</td><td>Delay</td></tr><tr><td>Lack of veterinary access</td><td>Inaccessibility</td></tr><tr><td>Spread of infections</td><td>Outbreak</td></tr></table>	Delayed disease detection	Delay	Lack of veterinary access	Inaccessibility	Spread of infections	Outbreak	9. ROOT / CAUSE OF PROBLEM <div>Add</div> <table><tr><td>No access to diagnostic tools</td><td>Infection</td></tr><tr><td>No tech-based solutions</td><td>Delay</td></tr></table>	No access to diagnostic tools	Infection	No tech-based solutions	Delay	7. BEHAVIOR <small>+ ITS INTENSITY</small> <div>Add</div> <table><tr><td>Manually observe chickens daily</td><td>High</td></tr><tr><td>Call local vet or medic</td><td>Medium</td></tr><tr><td>Use home remedies or guesswork</td><td>Medium-High</td></tr></table>	Manually observe chickens daily	High	Call local vet or medic	Medium	Use home remedies or guesswork	Medium-High
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Identify strong triggers & emotions

3. TRIGGERS <div>Add</div> <p>Death, Symptoms, Loss, Outbreak, Urgency, Fear,</p>	10. YOUR SOLUTION <div>Add</div> <p>Detection, Diagnosis, Accessibility, Empowerment, Speed</p> <p>Automation, Intelligence, Awareness, Support</p>	8. CHANNELS OF BEHAVIOR <div>Add</div> <p>ONLINE</p> <p>Google Search / Play Store</p> <p>YouTube, WhatsApp Groups</p> <p>Agritech Apps</p> <p>OFFLINE</p> <p>Local veterinary doctors, Other farmers, Poultry medicine shops</p>
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