1. CUSTOMER SEGMENT(S)

Farmers and agricultural managers.

Access to devices/internet in rural areas.

Agritech companies implementing predictive tools.

6. CUSTOMER LIMITATIONS EC. BUDGET. DEVICES

Limited budget for adopting new tech.

Agricultural consultants and researchers.

Technical literacy for interpreting data

. AVAILABLE SOLUTIONS PROS & CONS

Traditional Methods:

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Pros: Low cost, culturally familiar Cons: Inaccurate, time-consuming.

2. PROBLEMS / PAINS • ITS FREQUENCY

Difficulty in accurately predicting plant growth stages.

Inefficiency in resource usage (water, fertilizer, etc.).

9. PROBLEM ROOT/ CAUSE

Limited access to real-time environmental data Lack of integration between historical and current management practices.

7. BEHAVIOR + ITS INTENSITY

Behavior: Reliance on traditional farming knowledge, experimenting with tech tools.

Intensity: High need for a cost-effective and accurate solution

Inconsistent crop yields due to poor planning.

3. TRIGGERS TO ACT

Rising operational costs in farming.

Need for sustainable agriculture practices.

Desire for tech-based precision farming methods.

4. EMOTIONS BEFORE/ AFTER

Before: Frustration, uncertainty, inefficiency. *After*: Confidence, clarity, control over processes.

10. YOUR SOLUTION

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A Power BI dashboard integrating environmental data (temperature, soil, moisture) and management data (irrigation, fertilization). Predictive analytics for plant growth stages with interactive visualization.

8. CHANNELS of BEHAVIOR

ONLINE

Websites, social media, webinars for awareness.

Local agricultural expos, workshops, and in-field demonstrations



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