

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Owner, Landlord
tenant, occupant, Farmers,
Consumer.

CS

6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

Excessive loans to meet the
production.
Losing land in replacement of interest.
Quality is not met as per the customer
expectation.

CC

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

Improving quality of rural life.
Increasing incomes of the farmers.
Developing agri-infrastructure.
Customer looking organic crop instead of
branded one.

AS

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

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.

Farmer facing several external and
internal factors during crop
production.
Customers are not satisfied with
the quality, price and quantity of the
products.

J&P

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.

Poor Government policies.
Environmental barriers.
At one point customer had to follow rules
and regulations.

RC

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)

Customers have to take the lead in
developing digital farming tools to
maximize the crop production. Develop a
device in order to find the nutrient content in
a plant and prepare the crop accordingly.

BE

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbour installing
solar panels, reading about a more efficient solution in the news.

Influenced by digital farming through social
media and having no due amount to implement.

TR

4. EMOTIONS: BEFORE / AFTER

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Before->Stressed
After->Happy

EM

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.

Practice crop rotation.
Regular scouting must be followed.
Proper irrigation is necessary.

SL

8. CHANNELS of BEHAVIOUR

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

In order to find the solution, customer had to know
what's fair for the farmer and society in general.

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7
and use them for customer development.

Create awareness among consumers about the
importance of crop yield.

CH

Extract online & offline CH of BE