

PROJECT DESIGN PHASE-I

PROBLEM SOLUTION FIT

Date	31-10-22
Team ID	PNT2022TMID43896
Project Name	Smart Farmer-IOT Enabled Smart Farming Application

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Large land owners and farmers are the target customers	6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL Deployment of huge number of sensors is difficult .It requires a unlimited or continuous internet connection to be successful	5. AVAILABLE SOLUTIONS <small>PLUSES & MINUSES</small> AS Monitor different parameters and mobile or web application make easily to farm the crop field.	Explore AS, differentiate
	2. PROBLEMS / PAINS + ITS FREQUENCY PR This application focuses on water level monitoring use of less hazardous pest soil ph level monitoring	9. PROBLEM ROOT / CAUSE RC 1)If temperature, PH level, humidity & light intensity makes the serious cause for the environment. 2)Farmer affected by less productivity which will affect in their profit and production of source.	7. BEHAVIOR + ITS INTENSITY BE Directly: The tools make the farmers comfortable to monitor the water and soil ph level , pest level and weather. Indirectly: online results may be accessed instantly by farmers, who can also except good growth of crops.	
Identify strong TR & EM	3. TRIGGERS TO ACT TR Farmers facing issues in production of crops because of change in climate, temperature humidity farmers are struggle to predict the weather	10. YOUR SOLUTION SL By making Farming more connected and intelligent ,precision agriculture helps reduce over all costs and improve the quality of product	8. CHANNELS of BEHAVIOR CH ONLINE: Basic understanding of pests quality ,soil quality through the application OFFLINE: People attempt to diagnose diseases based on the condition of the levels	Extract online & offline CH of BE
	4. EMOTIONS <small>BEFORE / AFTER</small> EM BEFORE: Lack of knowledge in weather and water ph level monitoring AFTER: data from reliable source			