Define CS, fit into CC

1. Customer Segment(S) C

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

The customer for this product is a farmer who grows crops. Our goal is to help them, monitor field parameters remotely. This product saves agriculture from extinction.

6. Customer Constrains C

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

Using many sensors is difficult. An unlimited or continuous internet connection is required for success.

⊃ AVAILABLE SOLUTIONS A

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

The irrigation process is automated using IoT. Meteorological data and field parameters were collected and processed to automate the irrigation process. Disadvantages are efficiency only over short distances, and difficult data storage.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS J&

customers? There could be more than one; explore different sides.

The purpose of this product is to use sensors to acquire various field parameters and process them using a central processing system. The cloud is used to store and transmit data using IoT. The Weather API is used to help farmers make decisions. Farmers can make decisions through mobile applications.

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?

Frequent changes and unpredictable weather and climate made it difficult for farmers to engage in agriculture. These factors play an important role in deciding whether to water your plants. Fields are difficult to monitor when the farmer is not at the field, leading to crop damage.

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)

Use a proper drainage system to overcome the effects of excess water from heavy rain. Use of hybrid plants that are resistant to pests.

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

3. TRIGGERS   TR

What tíiggeís customeís to act? i.e., seeing theií neighboí installing solaí panels, íeading about a moíe efficient solution in the news.

Farmers struggle to provide adequate irrigation. Inadequate water supply reduces yields and affects farmers' profit levels. Farmers have a hard time predicting the weather.

4. EMOTION'S: BEFORE / AFTER   EM

How do customeís feel when they face a píoblem of a job and afteíwaíds?
i.e. lost, insecuíe > confident, in contíol - use it in youí communication stíategy & design.

BEFORE: Lack of knowledge in weather forecasting → Random decisions → low yield.

AFTER: Data from reliable source → correct decision → high yield.

10. YOUR SOLUTION   SL

If you aíe woíking on an existing business, wíite down youí cuííent solution fiíst, fill in the canvas, and check how much it fits íeality.
If you aíe woíking on a new business píoposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customeí limitations, solves a píoblem and matches customeí behavioí.

Our product collects data from various types of sensors and sends the values to our main server. It also collects weather data from the Weather API. The final decision to irrigate the crop is made by the farmer using a mobile application.

8. CHANNELS OF BEHAVIOUR   CH

8.1 ONLINE
What kind of actions do customeís take online? Extíact online channels fíom 7.

8.2 OFFLINE
What kind of actions do customeís take offline? Extíact offline channels fíom 7 and use them foí customeí development.

ONLINE: Providing online assistance to the farmer, in providing knowledge regarding the pH and moisture level of the soil. Online assistance to be provided to the user in using the product.

OFFLINE: Awareness camps to be organized to teach the importance and advantages of the automation and IoT in the development of agriculture.