


Project title: SMART FARMER

Project Design Phase-1: Solution fit

Problem-Solution Fit canvas		Purpose / Vision	Version:
Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Food and beverage manufacturing, food and beverage stores, food service and eating and drinking places.	6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL - It requires an unlimited or continuous internet connection to be successful. - Poor living conditions and hygiene for livestock. - Excessive use of agro-chemicals. - Deforestation and alteration of the natural environment. ...	5. AVAILABLE SOLUTIONS <small>PROS & CONS</small> AS It provides an integrated IoT platform in agriculture that allows farmers to leverage sensors, smart gateways and monitoring systems to collect information, control various parameters on their farms and analyse real-time data in order to make informed decisions.
	2. PROBLEMS / PAINS <small>+ ITS FREQUENCY</small> PR - Cope with climate change, soil erosion and biodiversity loss. - Satisfy consumers' changing tastes and expectations. - Meet rising demand for more food of higher quality. - Invest in farm productivity. - Adopt and learn new technologies.	9. PROBLEM ROOT / CAUSE RC - Increasing incomes. ... - Generating employment opportunities. ... - Reducing risks in agriculture. ... - Developing agri-infrastructure. ... - Improving quality of rural life.	7. BEHAVIOR <small>+ ITS INTENSITY</small> BE - Passion and Commitment. - Sales and Marketing Skills. - Ingenuity, Creativity and Adaptability. - Life-long Learner. - Skills and Abilities.
Focus on PR, tap into BE, understand RC	3. TRIGGERS TO ACT TR "Smart farming" is an emerging concept that refers to managing farms using technologies like IoT, robotics, drones and AI to increase the quantity and quality of products while optimizing the human labor required by production.	10. YOUR SOLUTION SL - Smart farming has many benefits: better energy & water management, optimised production. The Solar Impulse Foundation is looking for new sustainable farming solutions. - Implementation of land reforms. For improving the production, land reforms are the first and predominant point. ...	8. CHANNELS of BEHAVIOR CH ONLINE The emerging out of convergence of IT and farming techniques. It enhances the agricultural value chain through the application of Internet and related technologies.
	4. EMOTIONS <small>BEFORE / AFTER</small> EM smart crop production and food systems can only be successful if they increase the synergies and reduce trade-offs among the different stakeholders and their different objectives regarding sustainable food.		OFFLINE The SmartFarmer project aims to improve the skills and competences of people in the ... The supply chain is a long channel stretching.
Identify strong TR & EM			Extract online & offline CH of BE

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