

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS The customer segments are Agriculturist, Farmer, Cultivators, Planter and Agronomists	6. CUSTOMER CONSTRAINTS CC Customers are not notified by their existing smart devices and they are not able to control the water level automatically	5. AVAILABLE SOLUTIONS AS Irrigation of crops is done automatically by identifying the moisture level and temperature of the agricultural field.	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P Customer can easily able to monitor the crops and can control the water level during irrigation.	9. PROBLEM ROOT CAUSE RC Due to the excess flow of water in the field during irrigation affects the growth of the crop and there is less profit to the customers.	7. BEHAVIOUR BE During crop monitoring, the customers can be able to decide the water flow to the crops and can able to know whether the crop is irrigated well or not using the IoT devices.	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TR By installing this smart irrigation system the customer no need to give more effort on monitoring the crops and water level of the field. 4. EMOTIONS: BEFORE / AFTER EM With traditional irrigation system the customers had to monitor the water level periodically in manual. So, by using this Smart Irrigation system the customer can monitor the water level of the crops automatically.	10. YOUR SOLUTION SL This application makes the customer to control their crop from where they present physically, so they no need to run towards their crop frequently. An alert will be given to the customer when the water level is about to reach the exact defined level.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE The customer can read the water level virtually. 8.2 OFFLINE The physical presence of the customer is needed only to control the water supply to the crops when the alert message reaches the customer.	Identify strong TR & EM