

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Farmer's who not near to his fields and cultivators	6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL 1) High adoption costs, more power and security concerns. 2) Not aware of the implementation of IoT in agriculture.	5. AVAILABLE SOLUTIONS <small>PLUSES & MINUSES</small> AS Monitor different parameters by mobile or web application which helps to earn the crop yield and the installation of electric fences, scarecrows were the methods already used by farmers.	Explore AS, differentiate
	2. PROBLEMS / PAINS <small>+ ITS FREQUENCY</small> PR 1)The existing electric fence method for crop protection was not considered as the best solution because it needs regular maintenance.	9. PROBLEM ROOT / CAUSE RC 1)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. 3)The animals in search of food, enter the field and damage all the crops before harvesting. It affects the yield terribly	7. BEHAVIOR <small>+ ITS INTENSITY</small> BE Direct related: Farmers made Electric fences and scarecrow to fear the animals. Indirect related: Located in rural where internet connectivity might not be strong enough to facilitate fast transmission speeds and involving human labours.	
Identify strong TR & EM	3. TRIGGERS TO ACT TR 1)Seeing other farmers installing Smart crop protection system. 2) Reading about the system in advertisements	10. YOUR SOLUTION SL <i>"IoT based Smart crop protection system for agriculture" !!</i> 1)The device will detect the animals and birds and it generates an alarm and avoid animals from destroying the crop. 2)The device will also monitor the soil moisture levels, temperature, humidity values and also control the motors. 3)By this farmers will grow more food on less land which improves the productivity	8. CHANNELS of BEHAVIOR CH ONLINE: The data send through application to the farmers to know about the farms. OFFLINE: The control action is taken by the farmers to monitor the farms.	Extract online & offline CH of BE
	4. EMOTIONS <small>BEFORE / AFTER</small> EM BEFORE: Finances, Heavy work overload and frustrated when their crops were destroyed. AFTER: It will easier to make more yield in field			