Project Title: IOT ENABLED SMART - FARMING APPlICATION

Project Design Phase-I - Solution Fit Template

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Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

1)Customers for the product include farmers.
2) Other sectors involved in farming like tea plantations etc..

6. CUSTOMER CONSTRAINTS

CC

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.

1)Constraints for farmers include lack of knowledge about fast growing technologies.
2)The cost of the high precised tools of modern agriculture
3)Availabity of IOT based farming products

5. AVAILABLE SOLUTIONS

AS

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 is an alternative to digital notetaking

1)Government schemes to encourage farmers.
2)Using of modern agriculture methods for efficient output
3)Planting crops in more number and denser

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

1)Traditional agriculture cannot meet the efficient output
2)Over utilization of pesticides and fertilizers
3)Inefficient management of soil without experts consolidation

9. PROBLEM ROOT CAUSE

RC

What is the real reason that this problem exists? What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

1)The root cause of problem is farmers doesnt have knowledge of precision use of modern agriculture products.
2)Lack of awareness among the farmers

7. BEHAVIOUR

BE

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)

1)Farmers use modern tools which helps them enhace the output production
2)Raise crops more in number for output
3)In case of soil problems ,they tend toadjust the use of fertilizers

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

3. TRIGGERS

R

What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.

1) Improvement of land
2) Increase in production output
3) Having proper guidance and profit from IOT devices

4. EMOTIONS: BEFORE / AFTER

M

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

BEFORE:

Farmers are feeling helpless ,frustrated inorder to be always present to manage end toend farming

AFTER:

Farmers will feel much relaxed as well as encouraged ,if production output increases

10. YOUR SOLUTION

L

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behavior.

Inorder to solve the problems faced by farmers using modern agriculture technique without precise knowledge ,we use iot enabled products to provide knowledge as well as guidelines, help,amount of usage of modern tools,sensors to detect problems,iot devices provides reminder incase of emergencies , better product network with iot connection .

8. CHANNELS of BEHAVIOR

H

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development

8.1) Customers will have acess to expert guidelines to improve crop efficiency

8.2) Offline behaviour includes the changes in precision use of water,fertilizers,etc… based on sensors detection