

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Farmers, Landowners, Gardeners Farmers who have farm field to yield crops who is like to save 80% of time. 	6. CUSTOMER CONSTRAINTS <small>EG. BUDGET, DEVICES</small> CL <ul style="list-style-type: none"> People those who are uneducated will find it difficult to operate smart phones Reduce over usage of resources 	5. AVAILABLE SOLUTIONS <small>PLUSES & MINUSES</small> <p>Farmers can monitor their land using smart phone which is integrated to IoT</p>	Explore AS, differentiate
	2. PROBLEMS / PAINS <small>+ ITS FREQUENCY</small> PR <ul style="list-style-type: none"> Irrigation Problems Meet rising demand for food of higher quality Cope with Climate change 	9. PROBLEM ROOT / CAUSE RC <ul style="list-style-type: none"> Irrigating the crops in the correct time Wasting a lot of time in the farm fields 	7. BEHAVIOR <small>+ ITS INTENSITY</small> <ul style="list-style-type: none"> Monitor the sensors regularly Collect the data from the field and analyze it Ensure the stable Internet Connectivity 	
Identify strong TR & EM	3. TRIGGERS TO ACT TR <p>Farmers want to save their time and to make their crops healthy, control them from anywhere and to reduce the wages of labors</p>	10. YOUR SOLUTION SL <ul style="list-style-type: none"> Monitoring the environmental condition towards the growth of high quality crops. 	8. CHANNELS of BEHAVIOR <small>ONLINE</small> <p>Through online the customer can lively track the farm fields through mobile phones</p>	Extract online & offline CH of BE
	4. EMOTIONS <small>BEFORE / AFTER</small> EM <p>Difficulty in predicting the weather and to monitor the crops from anywhere</p>		<small>OFFLINE</small> <p>In offline mode the customer can check the sensors regularly</p>	