Project Title: Smart Farmer – IoT Enabled Smart Farming Application

Project Design Phase-I - Solution Fit Template

Team ID:PTN2022TMID47731

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

The agricultural technology need to find new ways to improve efficiency. One approach is to utilize available information technologies in the form of intelligent machines to reduce the human efforts in a effective ways than in the past

6. CUSTOMER CONSTRAINTS CC

A specific task of the agriculture information service is to promote government efforts in the agriculture sector to the public, including the construction of a new socialist countryside. Its basic service scope is the timely publication of unified, standardized, and accessible information on agriculture production, farming methods, business operations, crop protection, [illegible] of other fields such [illegible]

5. AVAILABLE SOLUTIONS AS

Among the application structures of the PRC's Internet Plus rural economy model, rural e-commerce is the most active, boosting the sales of agriculture products through new sales channels, reduced transaction costs, and simplified trading procedures. The rural e-commerce industry chain covers a range of activities, from the production, processing, storage, and marketing of

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

The general level of IOT application in agriculture is relatively low and is still at the demonstration and marketing stages in the PRC. Usually, stronger agriculture enterprises use IOT and rely on government subsidies.

9. PROBLEM ROOT CAUSE RC

- Lack of Infrastructure: Even if the farmers adopt IoT technology they won't be able to take benefit of this technology due to poor communication infrastructure. ...
- High Cost: Equipment needed to implement IoT in agriculture is expensive.

7. BEHAVIOUR BE

During the implementation, different challenges are encountered, and here interoperability is a key major hurdle throughout all the layers in the architecture of an Internet of Things system, which can be addressed by shared standards and protocols.

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

Identify strong TR & EM	3. TRIGGERS TR Validate the Cross section of Agriculture OIT Farming 4. EMOTIONS: BEFORE / AFTER EM BEFORE: Lack of knowledge in weather →Random decisions →low yield. AFTER: Data from reliable source → correct decision →high yield	10. YOUR SOLUTION SL It can promote improved livestock health and keep track of equipment. Connected sensors in livestock wearables allow farmers to monitor vital signs and reproductive cycles. Improve animal health and reduce waste for optimal yields.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE Digital Green Empowers Smallholder Farmers by Harnessing the Power of Technology. We Create Digital Solutions to Assist Rural Communities OFFLINE Assemble and Program Your own Farm bots to Farm with Ease and Efficiency. Use CNC Farm Bots to Farm for You inside your Home or in your Yard.	