Project Title: Smart Framing - IoT Enabled smart Farming Application

Project Design Phase-I - Solution Fit Template

Team ID: PNT2022TMID27109

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

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

The IoT Enabled system helps the farmer to maintain the crops by watching the data collected by the system using sensors. This reduces the risk management and saves resources

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.

IoT platform that helps farmers to connect all their devices to the internet and manage them through a single dashboard.

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

The IoT technology used in the farming process to boost farm efficiency and productivity. The IoT devices such as irrigation devices, sensors, soil moisture sensor, collect and process the data for monitoring soil, temperature, air pressure, rainfall, crop health.

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.

The smart Farming needs available of internet continuously. Rural part of the most of the countries do not fulfil this requirement. Sometimes in some places internet connection will be slower.

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.

IoT helps farmers for crop management, drones used for agriculture, monitoring climate conditions, greenhouse automation through this data is collected which helps farmers to predict and prevent crops.

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)

IoT focus on livestock monitoring, reduction of risk, data collection, weather condition, monitoring crop and gives the required data to farmer based on the situation.

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

Identify strong TR & EM

3. TRIGGERS — TR

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

The farmers are working with new and various technology and sensors. So, they should monitor the system data and crops.

4. EMOTIONS: BEFORE / AFTER — EM

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.

Due to the IoT Enabled technology, farmer can able spend some time with their family. Farmers can relax and enjoy their time instead of monitoring crops and climate conditions.

10. YOUR SOLUTION — SL

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 behaviour.

Farmer can able to monitor their crops through devices. If any action is needed then a notification alerts the farmer and farmer can take the required action. Because of IoT devices farmer work load are made simple.

8. CHANNELS of BEHAVIOUR — CH

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.

In online, Farmer can able to monitor crops through online. if any problem arises solution can be searched in online.

In offline, Farmer need to monitor crops by checking fields. if problem arises, farmer need to search solution which takes long time and not a simple method.

Identify strong TR & EM