

CUSTOMER SEGMENT

Customers are the farmers and they are of types marginal farmers, small, farmers, semi medium and large farmers with large hectares of land require smart farming assistance to make things easy and reliable

CUSTOMER LIMITATIONS

Improper irrigation, productivity issues, difficulty in the management of inputs and outputs for farming activity also climatic conditions affect the farmers, reliability is less in traditional farming

AVAILABLE SOLUTIONS

Smart farming has increased the productivity and management of farming activity and timely reaction towards moisture, temperature, climatic prediction

TRIGGERS TO ACT

Growing the awareness among people by showing up some ads or poster and also arranging campaigns to teach about smart farming and also showing an example of it

PROBLEM ROOT

Major problems the farmers facing is the soil erosion climatic changes and biodiversity loss expectations of the customers get ruined demand for the quality food investment in farming

YOUR SOLUTION

To overcome all the problems and hurdles there is only one way and that is to integrate smart farming practices into the farming industry

BEHAVIOR

The climatic condition and changes prediction is literally hard for the farmers and via smart farming its resolved

CHANNELS OF BEHAVIOR

online mentoring can help farmer to use the smart farming technology

EMOTIONS

All the farmers want the traditional way only because they are emotionally connected to it but once they start using smart farming then the yield and productivity make them fulfilled