Project Title: SMART FARMER-IoT ENABLES SMART FARMING APPLICATION

Project Design Phase-I - Solution Fit

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Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

- Farmers who want to use modern technology
- Beginner farmers

6. CUSTOMER CONSTRAINTS `CC`

- Initial invest cost
- Internet access
- Unable to access right resources
- Don't know whether the product will work or not

5. AVAILABLE SOLUTIONS `AS`

- Incorporate new technology in agriculture.
- Need to gather information from various farmers.
- Need to use things that improve soil quality.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

- Maintain Crops and increase yield production
- Provide remote access to their land
- Improve soil quality

9. PROBLEM ROOT CAUSE `RC`

- No modernization
- Sticking to the old things
- Cope with climate change
- Decrease in soil quality

7. BEHAVIOUR `BE`

- Make sure that they know their requirements.
- Make sure that product meets their requirements
- Cost of the product and performance
- Scalability of the product
- Customer service

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

3. TRIGGERS	TR

Farmers know to improve their soil quality and improve productivity.

4. EMOTIONS: BEFORE / AFTER	EM

Before- Low production, Need to visit land daily.

After- High production, No need to visit land daily.

10. YOUR SOLUTION	SL

- To design an application which helps to monitor and controls the land operations.
- By using various sensors data are used to provide suggestions and current status of land.
- To improve production, soil quality through our app.
- Out solution allows the farmers to incorporate new technology.

8. CHANNELS of BEHAVIOUR	CH

ONLINE:

Remote Access and Security.

OFFLINE:

- Make sure whether the product provides best solution and provides control to most of things.
- Crop inspection and check their production.