Team ID	PNT2022TMID03184
Project Name	Project – Smart farmer-IoT enabled smart farming application.

Solution fit

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 customer for this project is Farmer

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.

Internet Connection is the main Constraints. Availability of network,Budget,proper knowledge about the application are also some of the constraints

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 dothese solutions have? i.e. pen and paper is an alternative to digital notetaking

Using Sensors the work can be made simple. Irrigation process is automated.Datas are collected and processed to automate the irrigation process

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.

Smart Farming inclues IOT and this integrates the hardware and software part helping to make the automation easylike the irrigation facilities.The weather API is used to help farmers make decisions through mobile applications

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.

No Proper knowledge about sensors and technology. Frequent changes and unpredictable weather and climate made it difficult for farmers.Fields are difficult to monitor when the farmer is not at the field leading to crop damage.

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)

Creating awarness about this technology and educating farmers about all the new technology. Use a proper drainage system to overcome the effects of excess water from heavy rai.

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 installingsolar panels, reading about a more efficient solution in the news.

To produce more crops and doing a better farming

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.

As this technology help farmers to minimize their work and crop productivity will also increases.

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 inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

Less weed growth
increase crop production
Control soil erosion.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

Providing proper knowledge about the technology and educating them.

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7and use them for customer development.

Awareness programs must be conducted.

Extract online & offline CH of BE

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