BE

1. CUSTOMER SEGMENT(S)

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



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- Farmers
- Plant hobbyists
- House gardeners
- Terrace gardening hobbyists

6. CUSTOMER CONSTRAINTS



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What constraints prevent your customers from taking action or limit

of solutions? i.e. spending power, budget, no cash, network connection, available devices.

- Lack of Real-Time Monitoring system.
- Adaptability to Modern Agricultural Methods.
- Lack of awareness about farmland parameters.

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem



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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

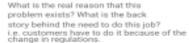
- Computer Vision based monitoring but it provides only images no real time monitoring.
- Individual sensors available for monitoring but not integrated together as integration all parameters only can provide better accuracy.

2. JOBS-TO-BE-DONE / PROBLEMS



- Range of sensors per farmland
- Power Performance
- Adaptability to modern approach.

9. PROBLEM ROOT CAUSE



- Adverse climatic conditions.
- Lack of knowledge and awareness about environmental factors

7. BEHAVIOUR

What does your customer do to address the problem and get the job done? Le. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated; customers spend free time on volunteering work (i.e. Greenpeace)

- Surveys on different agricultural fields.
- Feedback about the existing solutions.

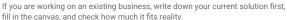
3. TRIGGERS

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

- Technological advancements in other countries.
- Getting proper awareness about field parameters.
- Efficient Real-Time Monitoring.

10. YOUR SOLUTION



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.

- To provide clear awareness about the soil, crop, weather parameters and improving controllability of the farming process through remote mentoring using sensors and controlling using an application.
- A website manual for customer reference.

8.CHANNELS of BEHAVIOUR



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.

ONLINE

- Surveys and polls about different agricultural fields.
- Testing and feedback about the products.



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4. EMOTIONS: BEFORE / AFTER 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. BEFORE Additional care for monitoring. Worried over wilting and drying of crops and plants AFTER Feeling Relieved due to real- time monitoring Promotes everyone to practice small scale farming.