

PROJECT DESIGN PHASE-I

PROBLEM SOLUTION FIT

Team ID	PNT2022TMID08447
Project Name	Smart Farmer-IOT Enabled Smart Farming Application

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS <div>Large land owners and farmers are the target customers</div>	6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL <div>Deployment of huge number of sensors is difficult .It requires a unlimited or continuous internet connection to be successful</div>	5. AVAILABLE SOLUTIONS <small>PLUSES & MINUSES</small> AS <div>Monitor different parameters and mobile or web application make easily to farm the crop field.</div>	Explore AS, differentiate
	2. PROBLEMS / PAINS <small>+ ITS FREQUENCY</small> PR <div>This application focuses on water level monitoring use of less hazardous pest soil ph level monitoring</div>	9. PROBLEM ROOT / CAUSE RC <div> 1)If temperature, PH level, humidity & light intensity makes the serious cause for the environment. 2)Farmer affected by less productivity which will affect in their profit and production of source. </div>	7. BEHAVIOR <small>+ ITS INTENSITY</small> BE <div> Directly: The tools make the farmers comfortable to monitor the water and soil ph level , pest level and weather. Indirectly: online results may be accessed instantly by farmers, who can also except good growth of crops. </div>	
Identify strong TR & EM	3. TRIGGERS TO ACT TR <div>Farmers facing issues in production of crops because of change in climate, temperature humidity farmers are struggle to predict the weather</div>	10. YOUR SOLUTION SL <div>By making Farming more connected and intelligent ,precision agriculture helps reduce over all costs and improve the quality of product</div>	8. CHANNELS of BEHAVIOR CH <div> ONLINE: Basic understanding of pests quality ,soil quality through the application OFFLINE: People attempt to diagnose diseases based on the condition of the levels </div>	Extract online & offline CH of BE
	4. EMOTIONS <small>BEFORE / AFTER</small> EM <div> BEFORE: Lack of knowledge in weather and water ph level monitoring AFTER: data from reliable source </div>			