

PROJECT DESIGN PHASE- I PROBLEM SOLUTION FIT

Date	19 September 2022
Team ID	PNT2022TMID08508
Project Name	SmartFarmer-IOT Enabled Smart Farming Application

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS	6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL	5. AVAILABLE SOLUTIONS <small>PLUSES & MINUSES</small> AS	Explore AS, differentiate
	<p>Largelandownersandfarmersarethetarget customers</p>	<p>Deploymentofhugenumberofsensorsis difficult .It requires a unlimited orcontinuous internet connection to besuccessful</p>	<p>Monitor different parameters andmobileorwebapplicationmakeeasilytofarm thecropfield.</p>	
Focus on PR, tap into BE, understand RC	2. PROBLEMS / PAINS + ITS FREQUENCY PR	9. PROBLEM ROOT / CAUSE RC	7. BEHAVIOR + ITS INTENSITY BE	Focus on PR, tap into BE, understand RC
	<p>Thisapplicationfocusesonwaterlevel monitoringuse of lesshazardous pest soil phlevelmonitoring</p>	<p>1) Iftemperature,PHlevel,humidity&lightintensitymakestheseriouscausefortheenvironment. 2) Farmeraffectedbylessproductivitywhichwillaffectintheirprofitandproductionofsource.</p>	<p>Directly: The tools make the farmerscomfortable to monitor the water andsoilphlevel, pestlevelandweather. Indirectly: online results may beaccessed instantly by farmers, who canalsoexcept goodgrowthofcrops.</p>	
Identify strong TR & EM	3. TRIGGERS TO ACT TR	10. YOUR SOLUTION SL	8. CHANNELS of BEHAVIOR CH	Extract online & offline CH of BE
	<p>Farmersfacingissuesinproductionofcrops because of change inclimate,temperature humidityfarmers arestruggleto</p>		<p>ONLINE: Basic understanding of pestsquality ,soil quality through theapplication OFFLINE: People attempt to diagnosediseases based on the condition of thelevels</p>	
	4. EMOTIONS <small>BEFORE / AFTER</small> EM			
	<p>BEFORE:Lackofknowledgeinweatherandwater phlevelmonitoring AFTER:datafromreliablesource</p>			