

# PROBLEM -SOLUTION FIT

## IoT-ENABLED SMART FARMER APPLICATION

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Define CS, fit in	<b>1. CUSTOMER SEGMENT(S)</b> <b>CS</b> <ul style="list-style-type: none"> <li>Customer segmentation is important when comes to marketing the product</li> <li>An effective way to sell the product increases the overall profit and increases the revenue of the company</li> </ul>	<b>6. CUSTOMER CONSTRAINTS</b> <b>CC</b> <ul style="list-style-type: none"> <li>Basically, limits the customers on supply of Sensors, total Orders placed for sensors and</li> <li>because production of sensors are less compared to irrigation systems</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <b>AS</b> <ul style="list-style-type: none"> <li>Smart logistics and warehousing.</li> <li>Predictive analytics for crops and livestock.</li> <li>Remote crop monitoring.</li> </ul>	Focus on J&P, tap into BE, understand
	<b>2. JOBS-TO-BE-DONE PROBLEMS</b> <b>J&amp;P</b> <ul style="list-style-type: none"> <li>Constant Support</li> <li>Product Efficiency</li> <li>Educating Farmers on how to use the application and use the product.</li> <li>Constant Updates for the application.</li> <li>Weekly maintenance</li> </ul>	<b>9. PROBLEM ROOT CAUSE</b> <b>RC</b> <ul style="list-style-type: none"> <li>Remote Location support</li> <li>Network Connectivity</li> </ul>	<b>7. BEHAVIOUR</b> <b>BE</b> <ul style="list-style-type: none"> <li>Data is secure in cloud</li> <li>Once the moisture level of crops is reduced it automatically refills water up to the required level.</li> <li>The process will be on time</li> </ul>	
Identify strong TR	<b>3. TRIGGERS</b> <b>TR</b> <ul style="list-style-type: none"> <li>Subsidies provided by the government help farmers invest on sensors and this will be a one-time investment</li> <li>Our application is completely free. This covers major problems like efficiency and cost</li> </ul>	<b>10. YOUR SOLUTION</b> <b>SL</b> <ul style="list-style-type: none"> <li>Creating a system that monitors water flow on different varieties of crops and monitoring all aspects of crops using sensors with a single system.</li> </ul>	<b>8. CHANNELS of BEHAVIOUR</b> <b>CH</b> <ul style="list-style-type: none"> <li>Updates the soil data automatically.</li> <li>Maintaining the water level.</li> <li>Information about the crops is updated to farmers on regular basis.</li> </ul>	Extract online & offline

4. EMOTIONS: BEFORE / AFTER

EM

Before:

Work load is increased and cost of labour is also increase.

After :

Comparatively less work load and Effective monitoring of Crops.