

PROBLEM -SOLUTION FIT

IoT-ENABLED SMART FARMER APPLICATION

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

