

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <p>The customer of our project are the farmers who needs smart farming assistance in order to know the condition of crops, so they could take the necessary actions for the good crop yield.</p>	6. CUSTOMER CONSTRAINTS CC <p>The smart agriculture needs availability of internet continuously. Rural part of most of the developing countries do not fulfill this requirement. More over Internet connection is slower.</p>	5. AVAILABLE SOLUTIONS AS <p>IoT based smart irrigation system is capable of automating the irrigation process by analyzing the moisture of soil and the climatic condition. Disadvantages are lack of Internet connections in rural areas.</p>	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <p>1. To make technologies feasible to farmers so that they are familiar towards technologies. 2. Farmer's should always keep their mobile in handy so that they are alarmed when they receive messages.</p>	9. PROBLEM ROOT CAUSE RC <p>Technologies keep developing but still the farmers are not able to achieve their goal i.e., unpredictable weather made farmers difficult to engage in agriculture. Fields are difficult to monitor when the farmer is not at the field.</p>	7. BEHAVIOUR BE <p>Sensor collects information about soil dampness, climatic condition that help farmers to monitor the crops. All the information are instantly accessed by farmers.</p>	
	Focus on J&P, tap into BE, understand RC			

3. TRIGGERS

TR

Customers get triggered in order to save the crops from damage as they feel depressed when they face the losses.

4. EMOTIONS:

EM

BEFORE:

1. More crop damages
2. Inaccurate weather forecasting
3. Random decisions

AFTER:

1. High crop yield
2. Accurate weather forecasting
3. Confidence and hope

10. YOUR SOLUTION

SL

Our project is capable of automating the irrigation process by analyzing the moisture of soil and timely delivery of real time data in terms of weather forecasting and quality of soil.

8.CHANNELS of BEHAVIOUR

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ONLINE:

Providing online assistance to farmers to monitor the crops and field condition through mobile from any anywhere.

OFFLINE:

Awareness camps to be organized to teach the importance and advantages of smart agriculture.