

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS >>Especially farmers who wants to protect their crops	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> >>Lack of man power >>Limited financial constrains >>Limited supervision	5. AVAILABLE SOLUTIONS AS <small>PLUSES & MINUSES</small> >>Automation in Irrigation >>Sensors to detect trespassers >>Buzzers, Alarm usage will help	Explore AS, differentiate
Focus on PR, tap into BE, understand RC	2. PROBLEMS / PAINS PR <small>+ ITS FREQUENCY</small> >>Lack of manpower to protect the crops >>Improper maintenance of crops >>lack of knowledge among farmers about the Usage of fertilizers and pesticides >>Improper Irrigation >>Sudden visit of trespassers (animals birds & Pest)	9. PROBLEM ROOT / CAUSE RC >>Due to various environmental factors such as temperature, climatic topology and soil quality which results in low crop production >>Due to soil nature (PH level, Ammonia, huge usage of same fertilizer) >> sudden visit of animals, birds & pests >>Due to insufficient labor force	7. BEHAVIOR BE <small>+ ITS INTENSITY</small> >>Asking Surrounding implement technologies in the field >>Spend their time for installation >>Searching an alternative solution for the existing problem >>Undergone with possible technologies	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TO ACT TR >> By seeing others using technologies to protect their crops >> Innovative ideas bring instinct farmers to implement 4. EMOTIONS EM <small>BEFORE / AFTER</small> >>Low Yielding make them depressed >> Mental frustration >>They feel that didn't use the technology wisely	10. YOUR SOLUTION SL >>necessary sensors (pir ,temperature s,humidity (soil moisture)) are connected to Arduino uno and always with buzzer to indicate animals presence >>proper fertilization >>controlling motor through mobile application >>proper usage of technology	8. CHANNELS of BEHAVIOR CH ONLINE Using different platforms to describe the working of crop protection devices (even through social media) OFFLINE giving demonstration and awareness about the device and application	Extract online & offline CH of BE

