

PROJECT DESIGN PHASE-I

PROBLEM SOLUTION FIT

Date	19 September 2022
Team ID	PNT2022TMID08457
Project Name	Smart Farmer-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>Large land owners and farmers are the target customers</p>	<p>Deployment of huge number of sensors is difficult .It requires a unlimited or continuous internet connection to be successful</p>	<p>Monitor different parameters and mobile or web application make easily to farm the crop field.</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>This application focuses on water level monitoring use of less hazardous pest soil ph level monitoring</p>	<p>1)If temperature, PH level, humidity & light intensity makes the serious cause for the environment.</p> <p>2)Farmer affected by less productivity which will affect in their profit and production of source.</p>	<p>Directly: The tools make the farmers comfortable to monitor the water and soil ph level , pest level and weather.</p> <p>Indirectly: online results may be accessed instantly by farmers, who can also except good growth of crops.</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>Farmers facing issues in production of crops because of change in climate, temperature humidity farmers are struggle to predict the weather</p>		<p>ONLINE: Basic understanding of pests quality ,soil quality through the application</p>	
	4. EMOTIONS <small>BEFORE / AFTER</small> EM		9. YOUR SOLUTION SL	
	<p>BEFORE: Lack of knowledge in weather and water ph level monitoring</p> <p>AFTER: data from reliable source</p>	<p>By making Farming more connected and intelligent ,precision agriculture helps reduce over all costs and improve the quality of product</p>	<p>OFFLINE: People attempt to diagnose diseases based on the condition of the levels</p>	