Project Title: Smart Farmer-IOT enabled smart farming application

Project Design Phase-I - Solution Fit Template

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Define CS, fi

1. CUSTOMER SEGMENT(S)

CS

Farmers who are working in the field in order to increase
the productivity.

6. CUSTOMER CONSTRAINTS

CC

As most of the farming lands are present in the interior side, the most challenging part is to get a stable network connection. As the farmers are going to totally rely on the app, the network connection is very important.

5. AVAILABLE SOLUTIONS

AS

The available solution is using an extra man power .
But it will also cause extra cost and supervision is needed. But these drawbacks

Explore AS

Focus on J&P, tap into

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Reducing the man power and increasing the yield.

9. PROBLEM ROOT CAUSE

As the world is getting digitalized , the farmers are also in need to adapt the technology.
If they follow the traditional agriculture, there will be a situation that they can't get the full profit and also missing the current updates about the crops.

7. BEHAVIOUR

BE

To make the work done, they think that they can hire a lot of men to complete that work.

3. TRIGGERS

TR

Nowadays a smaller number of people wants to directly work in the field, hence man power is reduced. So, farmers are in need of using technology to take care of their needs in the field even when they are far away from the field using mobile app.

4. EMOTIONS: BEFORE / AFTER

EM

Initially the farmers will find it hard to use the app because most of the farmers are not aware of these kind of technologies. It will be difficult to make them to believe the app.

But once they become comfortable with the app environment, they find this app very useful to monitor the crops and easy to use.

10. YOUR SOLUTION

SL

The solution we are proposing is that we are going to make a mobile app and to launch sensors in the field . These sensors will collect the information about the temperature, humidity and soil moisture. These information will be sent to the mobile app and farmers can view it . If the soil moisture is low , then they can operate the motors from the mobile app itself.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

If they know about the app very well, then they can monitor the crops over the online.

8.2 OFFLINE

If they need to supervise the work directly, then they can go to the field and can compare the accuracy of the app with the yield of the app.

Identi