

SOLUTION FIT

CUSTOMER SEGMENT(S)	CUSTOMER CONSTRAINS	AVAILABLE SOLUTIONS
Farmers are our customers.	Budget, Reliable resources, Network connections, Available devices.	Climate condition monitoring sensors, Humidity Sensors, Pest Control, Soil Pattern.
JOBS-TO-BE-DONE / PROBLEMS	PROBLEM ROOT CAUSE	TRIGGERS
To increase crop protection, Soil Quality and to reduce losses due to climatic changes.	Due to Pest, climatic changes, Reduced soil quality, Irregular Irrigation.	Seeing their neighboring farmers having high profit and production by using SmartFarming applications.
EMOTIONS: BEFORE AND AFTER	CHANNELS of BEHAVIOUR	YOUR SOLUTION:
Before they felt lost and insecure about their production, after they are confident and in control of their farms.	ONLINE: Smart farming application will notify the farmer regarding the climatic changes and humidity. OFFLINE: Sensors in the field will monitor the various conditions.	The installation process is quite feasible but proper monitoring and usage of the application is important.