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

**SOLUTION FIT**