Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL

1. CUSTOMER SEGMENT(S) CS

IoT in agriculture is designed to help farmers monitor vital information like humidity, air temperature and soil quality using remote sensors, and to improve yields, plan more efficient irrigation, and make harvest forecasts.

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES CL

- Increased trust and transparency
- Higher food quality through traceability
- More accurate field, crop and area identification

5. AVAILABLE SOLUTIONS PROS & CONS AS

- Livestock Tracking And Geo Fencing.
- Smart Logistics And Warehousing.
- Smart Pest Management.
- Climate Monitoring And Forecasting

Explore AS, differentiate

Focus on PR, tap into BE, understand RC

2. PROBLEMS / PAINS + ITS FREQUENCY PR

- The biggest challenges faced by IoT in the agricultural sector are lack of information, high adoption costs, and security concerns, etc.
- The challenges of a smart agriculture system include the integration of these sensors and tying the sensor data to the analytics driving automation and response activities

9. PROBLEM ROOT / CAUSE RC

- Remotely Monitor Farm Equipment And Their Performance
- Analytics To Monitor Farm Processes And Improve Efficiency
- Predictive Analytics For Accurate Weather Forecast
- Predictive Analytics For Crop Yield Forecast

7. BEHAVIOR + ITS INTENSITY BE

- It Helps You Stick To Your Budget.
- It Helps You Meet Your Financial Objectives
- One of the greatest things about Smart Farming is its potential to save valuable time
- Improved fuel efficiency. Smart Farming allows farmers to be much more precise

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS TO ACT TR

- Sensors Are Triggers To Maintaining Crop Growths
- Smart Farming Is One Of The Best Way To Yield The Crops And Many Of The Farmers Using This Technology

4. EMOTIONS BEFORE / AFTER EM

- Sensors
- Algorithms Big Data
- Machine Learning

10. YOUR SOLUTION SL

IOT Platform In Agriculture That Allows Farmers To Leverage Sensors, Smart Gateways And Monitoring Systems To Collect Information, Control Various Parameters On Their Farms And Analyse Real-time Data In Order To Make Informed Decisions.

8. CHANNELS of BEHAVIOR CH

ONLINE

Iot Sensors Placed In The Field Provide Real-time Data To Growers

OFFLINE

You Can Know The Real-time Status Of The Crops By Capturing The Data From Sensors.

Extract online & offline CH of BE