

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)</div><div>A person who owns or manages a farm. i.e,farmers.</div><div>CS</div></div>	<div><div>6. CUSTOMER CONSTRAINTS</div><div>The cost of implementation is simple and so eco friendly. Farmers find it easy to install the step up.</div><div>CC</div></div>	<div><div>5. AVAILABLE SOLUTIONS</div><div>The farmers can monitor their crops through their mobile app. From anywhere the farmers can able to monitor the crop through the app.</div><div>AS</div></div>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div>To develop the smart crop production against animals and birds which helps the farmers to product their lands.</div><div></div></div>	<div><div>9. PROBLEM ROOT CAUSE</div><div>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.</div><div>RC</div></div>	<div><div>7. BEHAVIOUR</div><div>The farmers had to install the set up for electrical fences , and continuously monitor the sensor value in order to check the crop status in through mobile app.</div><div>BE</div></div>	Focus on J&P, tap into BE, understand RC

I d e n t i f y s tr	3. TRIGGERS TR The avian species inflict losses in agriculture by damaging crops during sowing, seedling and ripening stages, leading to economic losses to the farming community. Also animals are causing huge loss to their agricultural crops.	10.YOUR SOLUTION We have come up with the idea of providing electrical fences, speakers and sprinklers in order to divert the animals and birds.Also using blynk app which is connected via wifi.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE Farmers can monitor their crop status through mobile app.
	4. EMOTIONS: BEFORE / AFTER EM Small farmer livelihood is aggravated due to the fact that small farmers suffer from many production risks like drought, flood, lack of adequate use of inputs, poor extension leading to large yield gaps, lack of assured and adequate irrigation, crop failure and so on.		8.2 OFFLINE If birds and animals enter into the crop, electrical fences and sprinklers help to prevent them.