

Define CS, fit into	<b>1. CUSTOMER SEGMENT(S)</b> <b>CS</b> Farmers can be sub-segmented under three categories micro, small, or marginal; emerging and large; or commercial farmers either based on farm surplus, gross revenue, or land under cultivation.	<b>6. CUSTOMER CONSTRAINTS</b> <b>CC</b> IOT based Smart farming helps farmers to better understand the important factors such as water, topography, aspect, vegetation and soil types. This allows farmers to determine the best uses of scarce resources within their production environment and manage these in an environmentally and economically sustainable manner.	<b>5. AVAILABLE SOLUTIONS</b> <b>AS</b> Spraying chemical after plant got disease alternatively we prevent plant prior from disease we used to find NPK level and Monitoring water Quality. <b>Pros:</b> Avoid abnormal growth of plants & improve production. <b>Cons:</b> We can't set general PH and Nutrient value for all the plants, Each plants have their own level.	Explore AS, fit into CS
	<b>2. PROBLEMS</b> <b>J&amp;P</b> Climate change can disrupt food availability, reduce access to food, and affect food quality. For example, projected increases in temperatures, changes in precipitation patterns, changes in extreme weather events, and reductions in water availability may all result in reduced agricultural productivity. As agriculture struggles to support the rapidly growing global population, plant disease reduces the production and quality of food, fiber and biofuel crops. Plant diseases can affect plants by interfering with several processes such as the absorbance and translocation of water and nutrients, photosynthesis, plant growth and development etc,.	<b>9. PROBLEM ROOT CAUSE</b> <b>RC</b> <ul style="list-style-type: none"> <li>Lack of management commitment</li> <li>Lack of or incorrect training</li> <li>Lack of or incorrect documentation</li> </ul>	<b>7. BEHAVIOUR</b> <b>BE</b> Farmers always concern about to increase the growth of plants & production and essential disease control implementations in their fields.	
Identify strong TR & EM	<b>3. TRIGGERS</b> <b>TR</b> Weather Changes -This is in part due to mass deforestation because of urbanization . This affects every step of the farming process. Lack of information -Most farmers are illiterate and can't access farming relevant information that can help with the farming process. This is mostly because of the high illiteracy levels in the country.	<b>10. YOUR SOLUTION</b> <b>SL</b> This system is Arduino Microcontroller-IOT based smart farming application and this is help to increase Production using a microcontroller from PIC family. To increasing the production and prevent plants from unnecessary disease, we use Humidity & Temperature, PH level sensor etc ,. Notify the collected data to Mobile device with the help of Arduino & Sensors.	<b>8. CHANNELS of BEHAVIOUR</b> <b>CH</b> <b>1. ONLINE</b> We notify the information about the agriculture on mobile application.	Extract online & offline CH of BE
	<b>4. EMOTIONS: BEFORE / AFTER</b> <b>EM</b> In Agriculture fields farmers are always concern about monitoring the moisture level, weather & monitoring plant disease manually, this cases increase in labour cost.To solve this problem we proposed this system. It is help to increase Production using a microcontroller from PIC family. To increasing the production and prevent plants from unnecessary disease, we use Humidity & Temperature, PH level sensor etc ,. Notify the collected data to Mobile device with the help of Arduino & Sensors.	<b>8.2 OFFLINE</b> Users are in offline they are only know about the previous information about the field.		