

Define CS, fit into CL	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> Farmer's! Whose protect his field?	<b>6. CUSTOMER LIMITATIONS</b> <small>EG. BUDGET, DEVICES</small> <span>CL</span> 1) High adoption costs, security concertos. 2) Not aware of the implementation of IoT inagriculture.	<b>5. AVAILABLE SOLUTIONS</b> <small>PLUSES &amp; MINUSES</small> <span>AS</span> Monitor different parameters and mobile or web application make easily to farm thecrop field.	Explore AS, differentiate
	<b>2. PROBLEMS / PAINS</b> <small>+ ITS FREQUENCY</small> <span>PR</span> It's difficult to monitor and control IoT know if the application doesn't work properly.	<b>9. PROBLEM ROOT / CAUSE</b> <span>RC</span> 1)If temperature, PH level, humidity & light intensity makes the serious cause for the environment. 2)Farmer affected by less productivity which will affect to their profit.	<b>7. BEHAVIOR</b> <small>+ ITS INTENSITY</small> <span>BE</span> Direct related: Tries to find a solution to prevent this problem  Indirect related: Located in rural where internet coactivity might out be strong enough to facilitate fast transmission speeds.	
Focus on PR, tap into BE, understand RC	<b>3. TRIGGERS TO ACT</b> <span>TR</span> Create opportunities to lift people out of poverty in developing patios. (Over 60%)	<b>10. YOUR SOLUTION</b> <span>SL</span> "IoT based Smart crop protection system for agriculture"!!  It helps farmers grow more food or lessland by protection crops from pests, diseases and weeds as well as raising productivity per hectare.	<b>8. CHANNELS of BEHAVIOR</b> <span>CH</span> ONLINE: The Data seed through application for the farmers to know about the farms.	Focus on PR, tap into BE, understand RC
	<b>4. EMOTIONS</b> <small>BEFORE / AFTER</small> <span>EM</span> BEFORE: Fioaooces, Heavy work overload and conflict in relationship.  AFTER: It will easier to make more yields in field		OFFLINE: The control action is taken by the farmers to monitor the farms.	
Identify strong TR & EM			Extract online & offline CH of BE	