

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids
Farmers

6. CUSTOMER CONSTRAINTS

CC

What constraints prevent your customers from taking action or limit their choices of ideas?
1) High adoption costs, security concerns
2) Lack of proper irrigation facilities and access to production machinery
3) Not aware of the implementation of IOT in agriculture

5. AVAILABLE SOLUTIONS

AS

A mobile application for monitoring the crop with the help of sensors and automating irrigation system. The use of smart IOT device can maintain the crop production. The threshold rate will be sent to the mobile. By sending a message to the person so that they can take the necessary actions

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides
It is not possible for the farmer to stay and monitor the farm for 24 hours. The IOT based smart system is used to monitor the crop. This system shall also include remote monitoring and to avoid farmer to visit the farm in night time

9. PROBLEM ROOT CAUSE

RC

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
1) Farms effected by the animals birds and fire have all caused major losses and problems
i.e. customers have to do it because of the change in
2) Temperature, Hurricanes, PH level of soil, Humidity makes the serious cause for the farmers

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job done?
What are the motives and values and attitudes that determines the decision making processes of individual farmers?
In rural areas internet connectivity might not be strong enough to facilitate fast transmission speeds

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS:

TR

We could not able to survive with out food. As the provider of food plays a major role in human life

4. EMOTIONS: BEFORE / AFTER

EM

Before:
The activities such as seeding special watering harvesting moving plants when they grow. without these activities crop cannot be grown.
AFTER:
Farmers might work stalks into the ground chop them for livestock, let cattle graze them in the field or leave them completely undistributed, allowing corn residue to cover the field

10. YOUR SOLUTION

SL

"IoT based smart crop protection system for agriculture"

The IOT device is used to indicate the farmers by a message while someone enter the farm
It helps farmers grow more food on less land by protecting crops from pests, diseases and weeds as well as from animals entering into the farm

8. CHANNELS of BEHAVIOUR

CH

ONLINE:The message sent to the farmers through the mobile or updated in the website to know about the farm

OFFLINE: The entire action is taken by the farmers to monitor the crop. The farmers sell their products directly to consumers

Identify strong TR & EM