Project Title: SmartFarmer - IoT Enabled Smart Farming Application

Project Design Phase-I - Solution Fit Template

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Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?
Farmers who struggle to monitor the crops

6. CUSTOMER CONSTRAINTS

CC

What constraints prevent your customers from taking action or limit their choices of solutions?

They have to provide electricity. Then they have to prevent the circuit from getting wet from water, which is a challenging thing in an agricultural field

5. AVAILABLE SOLUTIONS

AS

Which solutions are available to the customers when they face the problem?

or need to get the job done? What have they tried in the past? What pros & cons do these solutions have?

They tried to have paid labors to monitor the crops. But the farmers have to pay wages to them. So we can avoid that cost here.

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?

Agriculture has to be done without the sake of farmer

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?

Customer is living in latest lifestyle. Nowadays labors are charging higher amount and their jobs are also not accurate. On the other hand these IoT devices can do efficiently and cost effectively

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job done?

Customer needs to provide proper electricity supply. Rural areas may have excess of powercuts. So they have to provide uninterrupted power supply to the circuit. Then also they need a good working internet connection

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

Identify strong TR & EM

3. TRIGGERS

TR

What triggers customers to act?

We provide very efficient way of farming which triggers other farmers to do so.

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?

Then – Need more people to monitor manually, Trust issues, Man error
Now - Monitoring 24/7, Can trust software, No need to give wages

10. YOUR SOLUTION

SL

Using the Smart farming IoT device can get rid of those problems in future

So people can have a look at our product and use it if they want.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

What kind of actions do customers take online?

Need to Activate Node red service and MIT app inventor

8.2 OFFLINE

What kind of actions do customers take offline?

Need to protect the circuit from external calamities like animals.

Identify strong TR & EM