**PROJECT TITLE:** IOT ENABLED SMART FARMING APPLICATION

# PROJECT DESIGN PHASE 1- SOLUTION FIT

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Define CS, fit into CL

## 1. CUSTOMER SEGMENT(S) — CS

- Farmers
- People who want to do small scale planting

## 6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES — CL

- IOT based Smart farming helps farmers to better understand the important factors such as water, topography, vegetation, soil types. This allows farmers to determine the best uses of scarce resources within their production environment.

## 5. AVAILABLE SOLUTIONS PLUSES & MINUSES — AS

- Internet of Things (IoT) enables various applications of crop growth monitoring and selection, automatic irrigation decision support.
- Remote crop monitoring

Explore AS, differentiate

Focus on PR, tap into BE, understand RC

## 2. PROBLEMS / PAINS + ITS FREQUENCY — PR

- Cope with climate change, soil erosion and bio-diversity loss.
- Satisfy customer's changing taste and expectations.
- Meet rising demand for more food of higher quality.
- Adopt and learn new technology.
- Stay resilient against global economic factors.

## 9. PROBLEM ROOT / CAUSE — RC

- Lack of management commitment
- Lack of or incorrect training and documentation
- Increasing incomes

## 7. BEHAVIOR + ITS INTENSITY — BE

- In addition use behaviour is influenced by behavioural intension. it was further found that technology readiness place a significant roll in the adaption of smart product
- Sales and marking skills

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

## 3. TRIGGERS TO ACT — TR

- Automation and robotics labour irrigation.
- Irrigation and crop management.
- Drones and sensors.

## 4. EMOTIONS BEFORE / AFTER — EM

- Farmers faced loss due to wrong prediction due to lack of knowledge in technology but now they can seek a hike in their field.

## 10. YOUR SOLUTION — SL

- By providing an integrated IoT platform in agriculture allows farmers to leverage sensors, smart gateways and monitoring systems to collect information on their farm and to analyse the field in order to make informed decisions.

## 8. CHANNELS of BEHAVIOR — CH

ONLINE

- The emerging out of convergences of IT and farming techniques. it enhances the agricultural value chain through the application of Internet and related technologies.

OFFLINE

- Users are in offline they are only know about the previous information about the field

Extract online & offline CH of BE

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Designed by Daria Nepriakhina / IdeaHackers.nl - we tailor ideas to customer behaviour and increase solution adoption probability.

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