

Define CS, fit into CL	<b>1. CUSTOMER SEGMENT(S)</b> <b>CS</b>  Farmers who are trying to protect their crops are the customers.	<b>6. CUSTOMER LIMITATIONS</b> <small>EG. BUDGET, DEVICES</small> <b>CL</b>  <ul style="list-style-type: none"> <li>Adoption cost is high for security concerns.</li> <li>Customer is not aware of the iot in agriculture.</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <small>PROS &amp; CONS</small> <b>AS</b>  <ul style="list-style-type: none"> <li>CCTV camera installed to monitor the crops</li> <li>Web application can be used for maintenance of crops.</li> </ul>	Explore AS, differentiate
Focus on PR, tap into BE, understand RC	<b>2. PROBLEMS / PAINS + ITS FREQUENCY</b> <b>PR</b>  <ul style="list-style-type: none"> <li>Irrigation is not done properly</li> <li>Crops are not maintained properly.</li> <li>Difficult to monitor and control</li> <li>Lack of protection of crops from Wild animals,birds,pests</li> <li>Lack of knowledge about the application.</li> </ul>	<b>9. PROBLEM ROOT / CAUSE</b> <b>RC</b>  <ul style="list-style-type: none"> <li>Due to temperature,climate,soil quality which causes destruction in crops.</li> <li>Due to less productivity,farmers are affected with their profit.</li> <li>PH valu,light intensity creates serious cause of environment.</li> </ul>	<b>7. BEHAVIOR + ITS INTENSITY</b> <b>BE</b>  <ul style="list-style-type: none"> <li>Takes more time in cropland</li> <li>For an existing solution,searching for an alternate solution.</li> <li>Placed in rural area where network is not proper for fast transmission speed.</li> </ul>	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	<b>3. TRIGGERS TO ACT</b> <b>TR</b> <ul style="list-style-type: none"> <li>Educating farmers about the latest technologies.</li> <li>Opportunities to be created to uplift people from poverty.</li> </ul> <b>4. EMOTIONS</b> <small>BEFORE / AFTER</small> <b>EM</b> <ul style="list-style-type: none"> <li>Frustrations created due to insufficient production of crops,heavy workload.</li> <li>Easier to follow the latest technology and reduce costs.</li> </ul>	<b>10. YOUR SOLUTION</b> <b>SL</b>  <p>"IOT based smart crop protection system for agriculture"</p> <ul style="list-style-type: none"> <li>Farmers grow more food on less land by protection from weeds and productivity is increased per hectare.</li> </ul>	<b>8. CHANNELS of BEHAVIOR</b> <b>CH</b> <div>ONLINE</div> <ul style="list-style-type: none"> <li>Data is send to farmers through application to know about farms.</li> </ul> <div>OFFLINE</div> <ul style="list-style-type: none"> <li>Giving awareness on application of the device among farmers.</li> </ul>	Extract online & offline CH of BE