PROJECT DESIGN PHASE-I

PROBLEM SOLUTION FIT

Date	31-10-22
Team ID	PNT2022TMID04737
Project Name	Smart Farmer-IOT Enabled Smart Farming Application

Define CS, fit into CL

1. CUSTOMER SEGMENT(S) CS

Large land owners and farmers are the target customers

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES CL

Deployment of huge number of sensors is difficult .It requires a unlimited or continuous internet connection to be successful

5. AVAILABLE SOLUTIONS PLUSES & MINUSES AS

Monitor different parameters and mobile or web application make easily to farm the crop field.

Explore AS, differentiate

Focus on PR, tap into BE, understand RC

2. PROBLEMS / PAINS + ITS FREQUENCY PR

This application focuses on water level monitoring use of less hazardous pest soil ph level monitoring

9. PROBLEM ROOT / CAUSE RC

1)If temperature, PH level, humidity & light intensity makes the serious cause for the environment.

2)Farmer affected by less productivity which will affect in their profit and production of source.

7. BEHAVIOR + ITS INTENSITY BE

Directly: The tools make the farmers comfortable to monitor the water and soil ph level , pest level and weather.

Indirectly: online results may be accessed instantly by farmers, who can also except good growth of crops.

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS TO ACT TR

Farmers facing issues in production of crops because of change in climate, temperature humidity farmers are struggle to predict the weather

4. EMOTIONS BEFORE / AFTER EM

BEFORE: Lack of knowledge in weather and water ph level monitoring

AFTER: data from reliable source

10. YOUR SOLUTION SL

By making Farming more connected and intelligent ,precision agriculture helps reduce over all costs and improve the quality of product

8. CHANNELS of BEHAVIOR CH

ONLINE: Basic understanding of pests quality ,soil quality through the application

OFFLINE: People attempt to diagnose diseases based on the condition of the levels

Extract online & offline CH of BE