SMARTFARMER - IoT ENABLED SMART FARMING APPLICATION

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

Farmers can monitor their land like soil moisture, humidity, water level through application

6. CUSTOMER CONSTRAINTS

The major constraint is Farmer cannot predict the crop yield through this application and they are only allowed to use the given features.

5. AVAILABLE SOLUTIONS

Remotely monitoring crop yield

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

Monitoring data fetch by sensors in the field to know about the current situation in the field

9. PROBLEM ROOT CAUSE

Lack of management
Increasing incomes

7. BEHAVIOUR

They can make the decision whether to water the crop or postponed.

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

Identify strong TR & EM

3. TRIGGERS

Manage irrigation and crop

Sensors and IoT devices

4. EMOTIONS: BEFORE / AFTER

Farmers didn't know what happened in their land but by using technology they can get knowledge about their field

10. YOUR SOLUTION

Instead of went to field for each and every time, using IoT device connected with various sensors, farmer can get knowledge about their field from anywhere.

The time can be saved.

8. CHANNELS of BEHAVIOUR

8.1 ONLINE

Through online farmer can analyze the field using apt sensors.

8.2 OFFLINE

In offline, each and every time farmer need to went to their field to analyze the field

Extract online & offline CH of BE