1. CUSTOMER SEGMENT(S)   CS

- ❖ Farmers who trying to protect crops from various problems

6. CUSTOMER CONSTRAINTS   CC

- ❖ Low availability of improved hybrid seed.
- ❖ Limited supervision
- ❖ Weeds can cause significant reduction in crop field if not controlled.

5. AVAILABLE SOLUTIONS   AS

- ❖ Sensors provides location of crop mapping helps the farmers to identify the crops easily
- ❖ CCTV camera to monitor and supervise Lack of manpower. the crops
- ❖ Effective weed dessication and seeding must be done to increase the yield of crop.

2. JOBS-TO-BE-DONE / PROBLEMS   J&P

- ❖ Automatics sprinklers systems must be implemented.
- ❖ To monitor soil,pest,insect attacks in the fields.
- ❖ Requires protecting crops from wild animals attacks birds and pests

9. PROBLEM ROOT CAUSE   RC

- ❖ The crops are being ravaged by animals leads to huge loss for farmer.
- ❖ Due to various environmental factors such as temperature climate and soil quality
- ❖ By using,checimals the soil quality is diminished and leads to annual loss.

7. BEHAVIOUR   BE

- ❖ Consumes more time in cropland
- ❖ To predict the soil ,Humidity ,Temperature ,ph,Cattle ,Fertilization Monitoring so many things are Benefical here.In addition to agricultural use, they can alsobe used for pollution and global warming

CH

3. TRIGGERS   TR

- ❖ Farmers are able to recognise the issues and work without anyone help.
- ❖ By seeing surrounding cropland with installing machineries

4. EMOTIONS: BEFORE / AFTER

Available technologies with low cost

10. YOUR SOLUTION   SL

- ❖ Smart farming can make agriculture more profitable for the farmer.
- ❖ Decreasing resource inputs will save the farmer money and labor, and increased reliability of spatially explicit data will reduce

risks.

8. CHANNELS of BEHAVIOUR

Data Analytics helps to givedata to farmers systematically. By using IoTthe data can be stored safe and secure.

Giving awareness among farmers about the Applications of the devices