

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><ul style="list-style-type: none">Agriculturistsespecially farmers who cultivate crops in large area</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><ul style="list-style-type: none">Continuous available of network connectionHave cell phones and laptops</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><ul style="list-style-type: none">Sprayers are used to apply pesticides on crop but it require labour and not suitable for large area operationsFarmer regularly monitor the crop production and growth but it take long time.</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><ul style="list-style-type: none">Farm owners who stay away from their home needs a solution to cultivate their barren land into a land suitable for cultivation of crops.Cope with climate change, soil erosion and biodiversity lossSatisfy consumers changing tastes and expectationsMeet rising demand for more food of higher quality</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><ul style="list-style-type: none">Climate factors such as light, relative humidity, temperature, rainfall,air and water.Improper monitoring of crop growth cause crop damage.</div>	<div>7. BEHAVIOUR<div>BE</div><p>According to farming scientists, about 5% of crops destroyed by insects, pests, and diseases. Most of the farmers are oblivious of the use of medicines and insecticides developed in recent years. Improving the production of the crops, yields must use these medicines.</p><p>On our system use effective methods to plant seeds ,spray crops with water, fertilizers, pesticides and herbicides and also possess sensors to monitor crops and whether condition.</p></div>	
<div>3. TRIGGERS<div>TR</div><p>Farmers struggle to detect pests in large field. Initially not able to find out the pest .It causes damage to all the crops in the field.</p></div>	<div>10. YOUR SOLUTION<div>SL</div><p>We are about to propose a solution for monitoring different parameters of his field like soil moisture, temperature, and humidity using sensors such as soil moisture sensors,temperature sensorsand a humidity sensor.Capacitive soil moisture sensors measure or estimate the amount of water in the soil.This technology is designed to increase agricultural production.</p></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><ul style="list-style-type: none">Farmers can monitor all the sensor parameters by using aweb or mobile application even if the farmer is not near his field. Monitoring the crop is one of the important tasks for the farmers.They can make the decision whether any pest attack in the crop by monitoring the sensor parameters.</div>	Extract online & offline CH of BE	
<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><p>BEFORE :Pest attack leads to loss production ,finally result will be profit loss</p><p>AFTER: Data from reliable source , then correct decision will be taken ,finally result will high yield</p></div>				