 Purpose / Vision

or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

**AS**

**6. AVAILABLE SOLUTIONS**

Which solutions are available to the customers when they face the problem

What constraints prevent your customers from taking action or limit their choices

of solutions? i.e. spending power, budget, no cash, network connection, available devices.

**CC**

**5. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

Who is your customer?

i.e. working parents of 0-5 y.o. kids

i.e. directly related: ﬁnd the right solar panel installer, calculate usage and beneﬁts; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

**BE**

**7. BEHAVIOUR**

What does your customer do to address the problem and get the job done?

**RC**

**9. PROBLEM ROOT CAUSE**

What is the real reason that this problem exists? What is the back story behind the need to do this job?

i.e. customers have to do it because of the change in regulations.

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

**Explore AS, differentiate**

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

**Deﬁne CS, ﬁt into CC**

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

The irrigation process is automated using IoT. weather data and field parameters were obtained and processed to automate the process of irrigation. The drawbacks are high cost of installation, efficient only for short distance, difficulty in storing the data.

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

The device should fulfill the constrains

Like space, time and cost efficient.

This product saves the agriculture from

Extinction. Our aim is to assist, aid and help them to monitor the field parameters remotely and to keep track of the parameters.

Using proper drain system to overcome the effects of excess water due to heavy rain.

The frequent change or unpredictable weather and climate, made it difficult for the farmers to do agriculture. These factors play a major role in making decision whether to water the plant or not. The monitoring of the field is hard when the farmer is out of station, thus leading to crop damage.

The objective of this product is to obtain the different field parameters using sensor and process it using a central processing system. the customers want to automate the process of irrigation in cost, energy and reduced power consumption and also reliable manner.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Identify strong TR & EM** | **3. TRIGGERS TR**  The reliability and easy accessibility of this finished projects yields the peoples attraction have this project installed in their fields. | **10. YOUR SOLUTION SL**  Our solution for this project is to initiate the reliability of the irrigation system using the sensor sensed information from the field and also make the automation is on and off of water pump. | 1. **CHANNELS of BEHAVIOUR CH**   **Online :** online assistance to be provided  to the user in using the product. Knowledge  regarding the moisture level of the soil and  ph level.  **Offline :** Awareness camps to be organized to  teach the importance and advantages of the  automation and IoT in the development of  agriculture. | **Extract online & ofﬂine CH of BE** |
| **4. EMOTIONS: BEFORE / AFTER EM**  **BEFORE**: Lack of knowledge in weather forecasting →Random decisions →low yield.  **AFTER**: Data from reliable source → correct decision →high yield. |

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