Project Title: IOT ENABLED SMART -

FARMING APPLICATION

Project Design Phase-I - Solution Fit Template

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1. CUSTOMER SEGMENT(S) 6. CUSTOMER CONSTRAINTS 5. AVAILABLE SOLUTIONS Who is your customer? i.e. working parents of D-5 y.o. kids What constraints prevent your customers from taking action or limit their chaices of solutions of solutions. Which solutions are available to the oustomers when they face the problem cs of solutions? i.e. spending power, budget, no cash, network connection, available devices. 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 Customers for the Constraints for farmers product include farmers. include lack of knowledge Government schemes to Other sectors involved about fast growing encourage farmers. in farming like tea technologies. 2)Using of modern plantations etc.. 2)The cost of the high agriculture methods for precised tools of modern efficient output agriculture 3)Planting crops in more Availabity of IOT based number and denser farming products 2. JOBS-TO-BE-DONE / PROBLEMS J&P 9. PROBLEM ROOT CAUSE RC 7. BEHAVIOUR BE What does your customer do to address the problem and Which jobs-to-be-done (or problems) do you address for What is the real reason that this get the job done? I.e. directly related; find the right solar panel installer, calculate your customers? There could be more than one; explore problem exists? What is the back different sides. usage and benefits; indirectly associated: customers spend free story behind the need to do this job? i.e. customers have to do it because of the time on volunteering work (i.e. Greenpeace) 1)Traditional agriculture 1)Farmers use modern tools cannot meet the efficient 1)The root cause of problem which helps them enhace the output is farmers doesnt have output production 2)Over utilization of pesticides knowledge of precision use of 2)Raise crops more in number and fertilizers modern agriculture products. for output 3)Inefficient management of Lack of awareness among 3)In case of soil problems, they soil without experts the farmers tend toadjust the use of fertilizers consolidation

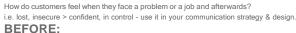
3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.



- 1) Improvement of land
- 2) Increase in production output
- 3) Having proper guidance and profit from IOT devices

4. EMOTIONS: BEFORE / AFTER



Farmers are feeling helpless ,frustrated inorder to be always present to manage end toend farming

AFTER:

Farmers will feel much relaxed as well as encouraged ,if production output increases

10. YOUR SOLUTION

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If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.

If you are working on a new business proposition, then keep it blank until you fillin the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behavior.

Inorder to solve the problems faced by farmers using modern agriculture technique without precise knowledge, we use iot enabled products to provide knowledge as well as guidelines, help, amount of usage of modern tools, sensors to detect problems, iot devices provides reminder incase of emergencies, better product network with iot connection.

8. CHANNELS of BEHAVIOR



8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development

- **8.1)** Customers will have acess to expert guidelines to improve crop efficiency
- **8.2)** Offline behaviour includes the changes in precision use of water,fertilizers,etc... based on sensors detection

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