

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> ❑ Marginal to Large scale farmers. ❑ Farmers performing Substantial, Commercial and Home farming ❑ Private organizations that performs agriculture 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> ❑ More capital for implementation ❑ Lack of digital knowledge for farmers in rural areas ❑ Continuous Network connection 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> ❑ Traditional irrigation practices show numerous adverse effects on groundwater quality and crop yield. ❑ Intensive farming involves the use of various kinds of chemical fertilizers, pesticides, and insecticides. 	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> ❑ To monitor the temperature, humidity and soil quality. ❑ Prevents from Animal Intrusion and Pests. ❑ Analysing ideal irrigation and cropping pattern. 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> ❑ Inefficient traditional practices. ❑ Weather and Climatic Changes. ❑ Improper Cropping Pattern. ❑ Pests Infestation. 	7. BEHAVIOUR BE <ul style="list-style-type: none"> ❑ To acquire necessary data to analyse the crop health with the help of the camera and uploading them in the application. ❑ To navigate around the application's features. 	
Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> ❑ Level 5 automated system ❑ Maximum yield and minimised losses ❑ Display, paid search and social media advertising. 	10. YOUR SOLUTION SL <p>The proposed solution aims at increasing production while optimizing the required human efforts and minimizing the losses.</p> <ul style="list-style-type: none"> ❑ Crop Health Monitoring (temperature, humidity, seed & soil quality) ❑ Precision Farming (Weather forecasts, analysing ideal irrigation and cropping patterns) ❑ Crop Protection (pest control by automated fertilizer spraying, prevent animal intrusion) 	8. CHANNELS of BEHAVIOUR CH <p>8.1 ONLINE</p> <ul style="list-style-type: none"> ❑ Analysis of Data collected ❑ Accessing Application's features. <p>8.2 OFFLINE</p> <ul style="list-style-type: none"> ❑ Data collection ❑ Implementing the Suggestions provided by the application. 	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM <p>Insecure → Confident Unreliable → Trustworthy</p>			