Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

The customers are farmers who cultivate crops in the field. The aim is to to help them in monitoring the crops and give better yield with less physical work.

6. CUSTOMER CONSTRAINTS — CC

Internet connection is mandatory to store the data in the cloud.Using many sensors to monitor the field may cause some difficulty

5. AVAILABLE SOLUTIONS — AS

Previously the irrigation process is automated using IOT. Meteorological data and field parameters were collected and processed to automate the irrigation process. Disadvantages of this method are efficiency is only over short distances and difficult data storage.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

This project IOT based agricultural system aims at collecting data from sensors after monitoring the different parameters like soil moisture,temperature and humidity.The cloud is used to store and transmit data using IOT. With the help of information collected in sensor farmers can take decision on their own by using mobile application

9. PROBLEM ROOT CAUSE — RC

Frequent changes in weather causes difficulty for the farmers in watering the plants whether to water or to postpone it. Due to the lack of instruments in measuring soil moisture, humidity and temperature cause field to produce low yield.

7. BEHAVIOUR — BE

Directly related:

Many Smart farming companies are ready to install their technologies in the farmers field.

Indirectly related:

Save time and reduce work

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

Identify strong TR & EM

3. TRIGGERS — TR

When customers are attracted by technology or new methodology in irrigation and on /off of water pumps using single application.

4. EMOTIONS: BEFORE / AFTER — EM

Before : Lack of technology and Knowlege in weather deduction -> random decisions -> Low yield

After: Data collected -> correct prediction -> high yield

10. YOUR SOLUTION — SL

Our product consists of many sensors to collect varying parameters from the parts of the field. Data collected by sensors are then transferred to main server. Weather data is given by Weather API and it is stored in cloud. Based on these data irrigation is done by using mobile application.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE:

Assistance must be provided to farmers in online about the usage of the product.

8.2 OFFLINE:

Awareness must be given to boost people to know about automation and IOT in the development of agriculture.

Extract online & offline CH of BE

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