PROBLEM SOLUTION FIT

Date	01 October 2022
Team ID	PNT2022TMID20566
Project Name	IoT Enabled Smart Farming Application
Maximum Marks	4 Marks

1. CUSTOMER SEGMENT(S) — CS · Define CS, fit into CL

Farmers can monitor all the sensor parameters by using a web or mobile application even if the farmer is not near his field.

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES — CL

What limits your customers to act when problem occurs? Sp... of... for... Available devices?

Lack of knowledge about monitoring the crop

5. AVAILABLE SOLUTIONS PLUSES & MINUSES — AS · Explore AS, differentiate

• To monitor different parameter such as soil Moisture, Temperature and humidity.

• Using Web or mobile application farmers easily monitor the crop field.

2. PROBLEMS / PAINS + ITS FREQUENCY — PR · Focus on PR, tap into BE, understand RC

• If the farmer is far from the crop field, it is difficult for farmer to monitor and control.

• Farmers cannot know if the application does not work properly.

9. PROBLEM ROOT / CAUSE — RC

• If Temperature, PH level, humidity and light intensity makes the serious cause for the environment.

• Farmers affected by less productivity which will affect them in their profit.

7. BEHAVIOR + ITS INTENSITY — BE · Focus on PR, tap into BE, understand RC

Farmer may use traditional method to yield in the field in smaller percentage.

Farmers used to complaint about climate Change, Soil erosion and Bio-diversity loss.

3. TRIGGERS TO ACT — TR · Identify strong TR & EM

Farming can help reduce poverty, raise incomes and improve food security for 80% of the world's poor, who live in rural areas.

4. EMOTIONS BEFORE / AFTER — EM

Before: Farmers are affected by less productivity due to decrease in Temperature, PH level, humidity and light intensity.

After: It will make easier to farmer to make more yield in the field.

10. YOUR SOLUTION — SL

The "Smart Farmer IoT Enabled Smart Farming Application" that records all the parameters and send through the web or mobile application.

The instant alert message is also sent to the farmers that will make more profit and less work.

8. CHANNELS of BEHAVIOR — CH · Extract online & offline CH of BE

ONLINE:
The data is sent through application for the farmer to know about the crop field

OFFLINE:
The control action is taken by the farmers to monitor the crop field.