

PROBLEM SOLUTION FIT

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Team ID	PNT2022TMID39204
Project Name	IoT Enabled Smart Farming Application

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS 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 CL <small>EG. BUDGET, DEVICES</small> <small>What limits your customers to act when problem occurs?</small> Lack of knowledge about monitoring the crop	5. AVAILABLE SOLUTIONS AS <small>PLUSES & MINUSES</small> <ul style="list-style-type: none"> To monitor different parameter such as soil Moisture, Temperature and humidity. Using Web or mobile application farmers easily monitor the crop field. 	Explore AS, differentiate
	2. PROBLEMS / PAINS PR <small>+ ITS FREQUENCY</small> <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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 BE <small>+ ITS INTENSITY</small> 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.	
Identify strong TR & EM	3. TRIGGERS TO ACT TR Farming can help reduce poverty, raise incomes and improve food security for 80% of the world's poor, who live in rural areas.	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 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.	Extract online & offline CH of BE
	4. EMOTIONS EM <small>BEFORE / AFTER</small> 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.			