Project Title:SmartFarmer - IoT Enabled Smart Farming Application **Project Design Phase-I - Solution Fit Template**

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Define CS, fit into CC

1.Customer segments:-
Farmers can be sub-segmented under three categories. CS
¬ Micro, small, or marginal
¬ Emerging and large
¬ Commercial Farmer
Based on farm:
¬ Surplus
¬ Gross revenue
¬ Land under cultivation

6. CUSTOMER CONSTRAINTS CC

The country's sustainable agricultural development has many obstacles. These includes
¬ Agricultural water-use shortage
¬ Cultivated land loss
¬ Inappropriate usage of fertilizers and pesticides
¬ Environmental degradation

5. AVAILABLE SOLUTIONS AS

IoT in agriculture uses robots, drones, remote sensors, and computer imaging combined with continuously progressing machine learning and analytical tools for monitoring crops, surveying, and mapping the fields, and providing data to farmers for rational farm management plans to save both time and money

Explore AS, differentia

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

2. JOBS-TO-BE-DONE / PROBLEMS

Smart farming involves providing training to farmers and local village based trained persons for using technology and incorporating data guided decisions with their traditional agriculture practices.

9. PROBLEM ROOT CAUSE RC

Farmers are under pressure to produce more food and use less energy and water in the process. The main problem is to feed an increasing global population while at the same time reducing the environmental impact and preserving natural resources for future generation. Agriculture can have significant impact on environment

7. BEHAVIOUR BE

The behavioral approach focuses on the nature of decision making by farmers and on the many influences which affect such decisions. Agriculture has been mainly of an economic nature but the quite different social approach has grown more recently.

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