Explore

AS,

differentiate

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

Who is your customer?

cs

Adoption of smart farming methods through technology and innovation in the agriculture sector may prove to be a game changer in the days to come by substantially raising farmers' income.

6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices of solutions?

The major constraints to the various adaptation strategies were inadequate finance, scarcity of labor, poor agricultural extension services, inadequate access to climate information, nonavailability of resistant varieties, poor agricultural program, inaccurate agro-meteorological information, high cost of labor.

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem

AS

or need to get the job done? What have they tried in the past? What pros & cons do these solutions have?

Smart irrigation provides optimal water delivery to crops while ensuring there is minimal to no wastage in water used for agriculture. For farms with low mechanization, crop harvesting is the most labor-intensive activity of the season.

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers?

IoT-based agriculture system helps the farmer in monitoring different parameters of his field like soil moisture, temperature, and humidity using some sensors. 9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is the back story behind the need to do this

Smart farming helps farmers to better understand the important factors such as water, topography, aspect, vegetation and soil types. 7. BEHAVIOUR

RC

BE

What does your customer do to address the problem and get the job done?

automation is changing the ways that farmers make decisions on-farm. They have greater insight into the potential opportunities, challenges and constraints. Farmers can also be more efficient and innovative in their approach, growing more with less. cus on J&P, tap into BE, understand

3. TRIGGERS

What triggers customers to act?

With smart farming, you can maximize productivity in production.

4. EMOTIONS: BEFORE / AFTER

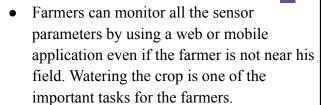
How do customers feel when they face a problem or a job and afterwards?

Smart farming can provide a concerted path out of locked-in technologies and practices characterized by strong polarization and market segmentation.

10. YOUR SOLUTION

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EM



• They can make the decision whether to water the crop or postpone it by monitoring the sensor parameters and controlling the motor pumps from the mobile application itself.

8. CHANNELS of BEHAVIOUR

8 1 ONLII

controls motor pumps through online mode, via monitoring weather conditions.

.2 OFFLINE

random checking of fields.

