

PROBLEM SOLUTION FIT

Project Name : SmartFarmer- IoT Enabled Smart Farming Application

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1.Customer Segments: Farmers are the customers in this case. Farmers are classified into several groups. Smart farming is preferred by large-scale farmers.	5.Available Solutions: IoT, which includes user interface, sensors, and software applications, can be used to achieve smart farming.	8.Channels of Behaviour: Channels of behaviour include user Interaction with IoT, precision farming, Cloud services, and so on.
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2.Behavior Channels: Behaviour channels include user interaction with IoT, precision farming, Cloud services, and so on.	6.Customer Constrains : Climate change, farm policies, a lack of knowledge about current technologies for handling farm data, access to markets, and the need for off-farm income are all examples of customer constraints.	9.Problem Route Cause: Rains, soil, dampness, and environmental challenges force most Indian farmers to make modern farming decisions.
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3.Triggers: Some of the smart farming triggers include television advertisements that raise awareness about smart farming.	7.Behavior: Smart farming increases agricultural productivity and incomes in a sustainable manner. It provides high-precision crop control and automated farming techniques.	10.Solution: The solution for our project is to begin Smart Farming using IoT, which includes the use of sensors, data collection techniques, and, most importantly, a software application for monitoring and watering crops.
4.Emotions: Customers are happy and at ease because the project produces high yields with minimal investment.		