

Define CS, fit into CL	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> Farmers	<b>6. CUSTOMER LIMITATIONS</b> <small>EG. BUDGET, DEVICES</small> <span>CL</span> No cash, network connection, sensor durability.	<b>5. AVAILABLE SOLUTIONS</b> <small>PLUSES &amp; MINUSES</small> <span>AS</span> Manual insecticides sprinkling, automatic irrigation system with respect to the parameters of the field. It's downsides are they require some manpower and not reliable.	Explore AS, differentiate
	<b>2. PROBLEMS / PAINS</b> <small>+ITS FREQUENCY</small> <span>PR</span> The existing smart farming system for agriculture are considered as outdated one since because in recent times, it needs some improvements in it.	<b>9. PROBLEM ROOT / CAUSE</b> <span>RC</span> Farmers have to do this to make the agriculture in a smarter way.	<b>7. BEHAVIOR</b> <small>+ITS INTENSITY</small> <span>BE</span> Customer can verify the guidelines or they can contact the customer helpline to repair the issue.	
Identify strong TR & EM	<b>3. TRIGGERS TO ACT</b> <span>TR</span> The easy way to monitor, control and taking care of the fields from anywhere.	<b>10. YOUR SOLUTION</b> <span>SL</span> By using an application with respect to sensors on the basis of embedded systems and IoT. User can easily monitor and know the required parameters and control the insecticides sprinkling, irrigation system accordingly and also with animal repeller.	<b>8. CHANNELS of BEHAVIOR</b> <span>CH</span> <b>ONLINE</b> They can contact us through the helpline	Extract online & offline CH of BE
	<b>4. EMOTIONS</b> <small>BEFORE / AFTER</small> <span>EM</span> Fear, insecure > Confident, in control, easy monitoring		<b>OFFLINE</b> They can go through the given guidelines or contact us.	