

# Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

## 1. CUSTOMER SEGMENT(S)

CS

IoT smart farming solutions is a system that is built for monitoring the crop field with the help of sensors.

## 6. CUSTOMER CONSTRAINTS

CC

The use of smart IoT sensors can maintain these processes, increasing crop production.

## 5. AVAILABLE SOLUTIONS

AS

With an IoT platform, you can get cloud-based data storage to hold all of the data your system generates. By collecting data on a large scale, you can use IoT to create meaningful analyses of livestock, crop or weather conditions.

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

## 2. JOBS-TO-BE-DONE / PROBLEMS

J&P

The biggest challenges faced by IoT in the agricultural sector are lack of information, high adoption costs.

## 9. PROBLEM ROOT CAUSE

RC

The biggest challenges faced by IoT in the agricultural sector are lack of information, high adoption costs, and security concerns.

## 7. BEHAVIOUR

BE

The smart crop protection system from birds will help to monitor the fields 24 x 7 in a fully automatic way without any human intervention. The sound wave used in the system will keep the birds away. The purpose of the project is to develop the farm's bird alarm to avoid losses due to birds.

Identify strong TR & EM

## 3. TRIGGERS

TR

Most of the farmers are not aware of the implementation of IoT in agriculture.

## 4. EMOTIONS: BEFORE / AFTER

EM

Thanks to IoT and smart farming, the dependency on manual labor has reduced significantly. The processes like pest control, fertilizing, and irrigation are increasingly becoming automated, and farmers can control them remotely.

## 10. YOUR SOLUTION

SL

Changes in the climate and global economy and new regulations and evolving consumer needs bring new challenges to farmers and formulators today. Alongside traditional solutions for weed detection and growth control, new AI-based tools are emerging, giving customers the flexibility and confidence to tailor their formulations to their conditions and needs.

## 8. CHANNELS of BEHAVIOUR

CH

The purpose of the project is to develop the farm's bird alarm to avoid losses due to birds.

## 8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

