

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Farmers who keen on their lands.	6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL <ul style="list-style-type: none"> have a Moblie phone have the sufficient money 	5. AVAILABLE SOLUTIONS <small>PLUSES & MIN USES</small> <ul style="list-style-type: none"> Livestock tracking and Geo fencing. Smart logistics and warehousing. Smart pest management. Smart Greenhouses 	Explore AS, differentiate
Focus on PR, tap into BE, understand RC	2. PROBLEMS / PAINS <small>+ ITS FREQUENCY</small> PR <ul style="list-style-type: none"> The biggest challenges faced by IoT in the agricultural sector are lack of information, high adoption costs, and security concerns, etc. Most of the farmers are not aware of the implementation of IoT in agriculture. 	9. PROBLEM ROOT / CAUSE RC <ul style="list-style-type: none"> Precision farming. Adapting the automated plant processes to the weather forecast. Remote monitoring and control. 	7. BEHAVIOR <small>+ ITS INTENSITY</small> <ul style="list-style-type: none"> behavioral intention is affected by social determinants and personal performance expectations of smart products. Trust, as well as facilitating conditions, also has an impact on behavioral intention 	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TO ACT TR <ul style="list-style-type: none"> Cope with climate change, soil erosion and biodiversity loss. Satisfy consumers' changing tastes and expectations. 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> Our product collects data from various types of sensors and sends the values to our main server. It also collects weather data from the Weather API. The final decision to irrigate the crop is made by the farmer using a mobile application. 	8. CHANNELS of BEHAVIOR <small>ONLINE</small> Through online the farmer can lively track his field .	Extract online & offline CH of B