Project Title: Smart Farmer – IoT Enabled Smar Farming Application

Project Design Phase- I - Solution Fit

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Define CS, fit into CC

1. Customer Segment(S) CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Farming is the practice of looking within your existing customer base for new sales.it require to win the work from an existing customer versus that spent on new customers

6. Customer Constrains CC

What constraints prevent your customers from taking action or limit their choices of solutions?
i.e. spending power, budget, no cash, network connection, available devices

Using many sensors is difficult. An unlimited or continuous internet connection is required for success.

5. AVAILABLE SOLUTIONS AS

Which solutions are available to the customers when they face the problem. or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper

Improvised stock management .Smartphone monitoring and personalizaion and Application based monitoring.Disadvantages are efficiency only over short distances, and difficult data storage.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

The purpose of this product is to use sensors to acquire various field parameters. The cloud is used to store and transmit data using IoT. The Weather API is used to help farmers make decisions. Farmers can be easily get the data into be Mobile application.

9.PROBLEM ROOT CAUSE RC

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

The challenges of a smart agriculture system include the integration of these sensors. These factors play an important role in deciding whether to water your plants. Fields are difficult to monitor when the farmer is not at the field, leading to crop damage.

7. BEHAVIOUR BE

What does your customer do to address the problem and get the job done?
i.e. Directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

Use a proper drainage system to overcome the effects of excess water from heavy rain. Use of hybrid plants that are resistant to pests.

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

3. TRIGGERS

TR

What triggers customers to act? i.e., seeing their neighbor installing solar panels, reading about a more efficient solution in the news.

Farmers struggle to provide adequate irrigation. Inadequate water supply reduces yields and affects farmers' profit levels. Farmers have a hard time predicting the weather.

4. EMOTION'S: BEFORE / AFTER

EM

How do customers feel when they face a problem of a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

BEFORE: Lack of Ideas in weather forecasting → Poor decisions →Get low yield.

AFTER: Data from reliable source → correct decision → high yield.

10. YOUR SOLUTION

SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behavior.

Reduce the ecological footprint of farming Our product collects data from various types of sensors and sends the values to our main server.

8.CHANNELS OF BEHAVIOUR

CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

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

ONLINE: Providing online assistance to the farmer, in providing knowledge regarding the pH and moisture level of the soil.

OFFLINE: Awareness camps to be organized to teach the importance and advantages of the automation and IoT in the development of agriculture.