Project Design Phase – I

Problem Solution

Team ID	PNT2022TMID16026
Project Name	Smart Farmer – IOT Enabled Smart Farming Application

1. CUSTOMER SEGMENT(S) **CS**	6. CUSTOMER CONSTRAINTS **CC**	5. AVAILABLE SOLUTIONS **AS**
Who is your customer?	What constraints prevent your customers from taking action or limit their choices of solutions?	Which solutions are available to the customers when they face or need to get the job done? What have they tried in the past? What pros & cons do these solutions have?
Farmers are our customer	Network availability, knowledge about using the application, budget are several constraints.	They tried to control the usage of water at the field but they couldn't do it efficiently all the time.

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.

To make their job easier
- Soil moisture
- Temperature
- Humidity
- Automatic irrigation

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?

No knowledge about the soil moisture, humidity which is the major factor which determines the crop growth.

7. BEHAVIOUR `BE`

What does your customer do to address the problem and get the job done?

The customer will reach us to know how to analyze the soil and sow the seeds accordingly to get maximum yield.

3. TRIGGERS `TR`

What triggers customers to act?

By seeing growth of automation
- Crop quality
- Cost of power and water
- Quantity of crop production

4. EMOTIONS: BEFORE / AFTER `EM`

How do customers feel when they face a problem or a job and afterwards?

Before: Worried about irrigation and loss.
After: Increased profit and low water and power consumption.

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.

Our aim is to provide maximum crop yield with effective use water and power.

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: Managing irrigation through our application.
Offline: Making sure that the setup required for the application is installed properly.