# **PROJECT DESIGN PHASE 1**

Lack of knowledge for seed treatment.

The smart farming devices enable the farmers

Explore AS, differentiate

# 1.CUSTOMER SEGMENT(S)

CS

### **6.CUSTOMER CONSTRAINTS**

Lack of farm equipment.

Inadequate knowledge

С

### **5.AVAILABLE SOLUTIONS**

AS

By knowing the type and strength of farmland soil.

- Getting right seeds.
- Marketing for good price.

Farmers are the customer here.

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

J&P

### 9. PROBLEM ROOT CAUSE.

to boost their lives.

Indians Economy.

SL

## 7. BEHAVIOUR

BE

tap into BE,

Extract online & offline CH of BE

- Cope with climate change, soil and bio-diversity loss.
- Meet rising demand for more food of higher quality.
- Stay resilient against global economic factors.

- Farmers have gained control over the process of raising livestock and growing crops.
- Making it more predictable and improving its efficiency.

### 3. TRIGGERS



- Automation and robotics labor Irrigation
- Drones and sensors.

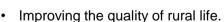
and crop management.

### 4. EMOTIONS: BEFORE / AFTER



- · Lack of storage facilities.
- Dealing with local trades and middle man.
- Small and fragmented Holding of land.

## **10. YOUR SOLUTION**



- Reducing livestock Methane Emissions.
- Organic practices.
- Advanced technologies to handle the farmlands.

### **8.CHANNELS of BEHAVIOUR**



### 8.1 ONLINE

lt reduce farmers information search cost, enabling to obtain technical them information in a timely and convenient manner.

### **8.2 OFFLINE**

 In offline the farmers invention and technologies does not reach the world.



