Project Title: Smart farmer - IOT Enabled smart farming application Project Design Phase-I - Solution Fit Team ID: PNT2022TMID15324

**5. AVAILABLE SOLUTIONS**

There are many applications that can give the sensor information but our system gives the accurate information minute to minute and by this mobile application watering the field is also automated.

**6. CUSTOMER CONSTRAINTS**

Farmers do not have correct idea about what is the temperature and humidity and when to water the crops..

**1. CUSTOMER SEGMENT(S)**

Farmers can track all the sensor parameters through the mobile application.



**7. BEHAVIOUR**

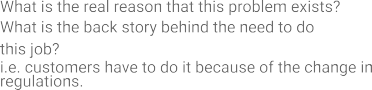
The farmers use this mobile application to order to track all the humidity and temperature information of the field correctly.

**9. PROBLEM ROOT CAUSE**

The farmers do not have exact idea about the humidity and temperature and how much water is required for the crops it effects the fields.

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

The main problem is the farmer have to know how to use the mobile application effectively and the application requires continuous network availability.



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| --- | --- | --- | --- | --- | --- |
|  | **3. TRIGGERS**  **3. TRIGGERS**  They can know all the sensor parameters of the field and can the water the crop from mobile application. | **TR** | **10. YOUR SOLUTION SL**  **10. YOUR SOLUTION**  The best solution is connecting the sensors to the mobile and getting all the information from mobile and we can control the watering the from anywhere using the application. | **8.CHANNELS of BEHAVIOUR CH**  **8. CHANNELS OF BEHAVIOUR**  **8.1 ONLINE**  Farmers use this smart farmer mobile application to track all the sensors information accurately.  **8.2 OFFLINE**  This mobile application will not track any information when its is in offline. |  |
| What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efﬁcient solution in the news. |  | 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 behaviour. | * 1. **ONLINE**   What kind of actions do customers take online? Extract online channels from #7   * 1. **OFFLINE**   What kind of actions do customers take ofﬂine? Extract ofﬂine channels from #7 and use them for customer development. |
| **4. EMOTIONS: BEFORE / AFTER EM**  **4. EMOTIONS: BEFORE / AFTER**  When the farmer do not use smart farmer application they have to manually check the all parameters and have to water the crop in usual way.  After using this application they can track information of the parameters easily and can control the watering of crops from anywhere through mobile. | |  |  |
| How do customers feel when they face a problem or a job and afterwards?  i.e. lost, insecure > conﬁdent, in control - use it in your communication strategy & design. | |  |  |