1. CUSTOMER SEGMENT(S) `CS`

- Farmers
- People who are keen on farming.

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES `CL`

- Have connectivity to connect physical things
- Have Sensor are devices placed on Robotics,etc,,

5. AVAILABLE SOLUTIONS PLUSES & MINUSES

- Remote crop monitoring
- Sensor-based field and resource mapping
- Intelligent pest management

Explore AS, differentiate

Define C S , fit into C L

2. PROBLEMS / JOBS-TO-BE-DONE

- Lack of infrastructure
- High cost equipment needed to implement IOT in agriculture is expensive `PR`

9. PROBLEM ROOT/ CAUSE `RC`

- Manage with climate change, Soil erosion
- Precision farming
- Invest in farm productivity

7. BEHAVIOUR + ITS INTENSITY

- 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 R C

3. TRIGGERS TO ACT `TR`

- Adopt and learn new Technologies
- Satisfy consumers' changing tastes and Expectations.

4. EMOTIONS

- Insufficient Water supply
- Less use of modern Farming Equipment

10. YOUR SOLUTION

- 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 BEHAVIOUR

ONLINE

- Through online the farmer can lively track his field.

Extract online & offline C H of B

Identify strong T R & EM