**Project Design Phase-I -** Solution Fit Template **Project Title:** Smart Farmer-IOT Enabled Smart Farming

* Farmers
* Working employees who wants to do farming in his land
* People who want to do small scale planting

**1. CUSTOMER SEGMENT(S)**

Who is your customer?

i.e. working parents of 0-5 y.o. kids

**CS**

Internet of Things (IoT) enables various applications of crop growth monitoring and selection, automatic irrigation decision support. Remote crop monitoring

**5. AVAILABLE SOLUTIONS**

**AS**

* Cope with climate change, soil erosion and bio-diversity loss.
* Satisfy customer’s changing taste and expectations.
* Meet rising demand for more food of higher quality.
* Adopt and learn new technology.
* Stay resilient against global economic factors

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

**J&P**

In addition use behaviour is influenced by behavioural intension. it was further found that technology readiness place a significant roll in the adaption of smart product . Sales and marking skills

**7. BEHAVIOUR**

**BE**

Explore AS, differentiate

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

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Deﬁne CS, ﬁt into CC

* Plants growth were affected.
* Should not give better crop yield.
* Some plants are died.
* Wastage of water.

**9. PROBLEM ROOT CAUSE**

**RC**

IOT based Smart farming helps farmers to better understand the important factors such as water, topography, vegetation, soil types. This allows farmers to determine the best uses of scarce resources within their production environment.

**6. CUSTOMER CONSTRAINTS**

**CC**

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| --- | --- | --- | --- | --- |
|  | **3. TRIGGERS TR** | **10. YOUR SOLUTION SL** | **8.1 ONLINE CHANNELS CH** |  |
| **Deﬁne CS, ﬁt into CL** | * Automation and robotics labour irrigation. * Irrigation and crop management. * Drones and sensors. | * To make the product with many features. * Customer Can control that irrigation on anywhere at anytime. * Change their economic level. | The emerging out of convergences of IT and farming techniques. it enhances the agricultural value chain through the application of Internet and related | **Explore AS, differentiate** |
| **4. EMOTIONS: BEFORE / AFTER EM** | **8.2 OFFLINE CHANNELS CH** |
| Farmers faced loss due to wrong prediction due to lack of knowledge in technology but now they can seek a hike in their field. | Users are in offline they are only know about the previous information about the field |