

| | | | | |
|-------------------------|---|---|---|-----------------------------------|
| Define CS, fit into | <div>1. CUSTOMER SEGMENT(S)<div>The customer for this product is farmer who grow crops. Our aim is to assist, aid and help them to monitor the field parameters remotely and to keep track of the parameters. This product saves the agriculture from extinction</div></div> | <div>6. CUSTOMER<div>IOT based Smart farming helps farmers to better understand the important factors such as water, topography, vegetation, soil types. Network connectivity would be the main constraint as we use Wi-Fi which has major limitations like in coverage, scalability and power consumption.</div></div> | <div>5. AVAILABLE SOLUTIONS<div>Internet of Things (IoT) enables various applications of crop growth monitoring and selection, automatic irrigation decision support. The irrigation process is automated using IoT. weather data and field parameters were obtained and processed to automate the process of irrigation. The drawbacks are high cost of installation.</div></div> | Explore AS, |
| | <div>2. JOBS-TO-BE-DONE / PROBLEMS<div>The objective of this product is to obtain the different field parameters using sensor and process it using a central processing system. Cloud is used to store and transmit the data by using IoT. Weather APIs are employed to assist the farmer in making decision. Our main job would be making the technologies feasible for the farmers by bridging the gap.</div></div> | <div>9. PROBLEM ROOT CAUSE<div>The frequent change or unpredictable weather and climate, made it difficult for the farmers to do agriculture. Lack of management commitment. Lack of or incorrect training and documentation. Increasing incomes. The monitoring of the field is hard when the farmer is out of station, thus leading to crop damage.</div></div> | <div>7. BEHAVIOUR<div>IoT applications help farmers to collect data regarding the location, well-being, and health of their crops. 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. Using proper drain system to overcome the effects of excess water due to heavy rain. Using hybrid varieties of crop that are resistant to pests.</div></div> | |
| Identify strong TR & EM | <div>3. TRIGGERS<div>Customers get triggered mainly because to save their crops and to prevent them from the damage as they feel depressed when they face the losses and it indirectly affects their family too. This device is also a budget friendly device.</div></div> | <div>10. YOUR SOLUTION<div>Our product collects the data from different types of sensors and it sends the value to the main server. It also collects the weather data from the weather API. The ultimate decision, whether to water the crop or not is taken by the farmer using mobile application. Additional features like create an awareness about where to get agricultural loans, government agriculture schemes and get the feedback of every farmer on every month end and if it is related to government, then make it to reach the government.</div></div> | <div>8. CHANNELS of BEHAVIOUR<div><div>Offline:</div>Awareness camps to be organized to teach the importance and advantages of the automation and IoT in the development of agriculture.<div>Online:</div>The emerging out of convergences of IT and farming techniques. it enhances the agricultural value chain through the application of Internet and related technologies.</div></div> | Extract online & offline CH of BE |
| | <div>4. EMOTIONS: BEFORE / AFTER<div><div>Before:</div>Lack of knowledge in weather forecasting →Random decisions →low yield.<div>After:</div>Data from reliable source → correct decision →high yield</div></div> | | | |