

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Framers want to protect their crops against pests and animals. There are other few factors which affects the growth of crops 	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> <ul style="list-style-type: none"> Limited financial support Lack of huge man power Inefficient monitoring Lack of 24/7 surveillance 	5. AVAILABLE SOLUTIONS AS <small>PLUSES & MINUSES</small> <ul style="list-style-type: none"> Mini-bots for monitoring Alarm system to alert the farmer in case of threat to the field CCTv to supervise the 	Explore AS, differentiate
Focus on PR, tap into BE, understand RC	2. PROBLEMS / PAINS PR <small>+ ITS FREQUENCY</small> <ul style="list-style-type: none"> No proper maintenance of crop Irregular pattern of irrigation Lack of proper knowledge on use of fertilizers in different soil. Often attack of crops by the wild animals and pests. 	9. PROBLEM ROOT / CAUSE RC <ul style="list-style-type: none"> Due to high usage of fertilizers like urea, ammonia and potassium. Lack of huge working force Rapid change in climatic factors and seasonal changes Lack of continuous field monitoring 	7. BEHAVIOR BE <small>+ ITS INTENSITY</small> <ul style="list-style-type: none"> Taking suggestions from surrounding people and implementing it without proper research Searching for a solution that already exist 	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TO ACT TR <ul style="list-style-type: none"> Developing technologies and effective solution for most of the problems 4. EMOTIONS EM <small>BEFORE / AFTER</small> <ul style="list-style-type: none"> Frustration due to intense damage of crop. Mental pressure due to low yield from the season. 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> Temperature sensor monitors the field temperature and maintain the optimum range needed for crop cultivation. The moisture sensor connected to microcontroller is used for measure of moisture and self - irrigation is used. Image Processing methods are used to identify the animals and birds nearing the field. 	8. CHANNELS of BEHAVIOR CH <p>ONLINE</p> <ul style="list-style-type: none"> Social media is the tool to explain the advantages of smart crop protection system. Online advertisements are also used. <p>OFFLINE</p> <ul style="list-style-type: none"> Reaching out to the farmers and describing them the working and uses of this system will help find its usefulness. 	Extract online & offline CH of BE