

## Ideation Phase

### Brainstorm & Idea Prioritization Template

Date	06-11-2022
Team ID	PNT2022TMID01454
Project Name	Smart Farmer- IoT Enabled Smart Farming Application
Maximum Marks	4 Marks

#### Brainstorm & Idea Prioritization :

<p><b><u>1.Customer segments:-</u></b></p> <p>Types of Customers who are going to this project are •</p> <ul style="list-style-type: none"> <li>Large Scale Farmers</li> <li>• Remote Farmers</li> </ul>	<p><b><u>6.Customer constrains:-</u></b></p> <p>The customer needs a solution which will solve the problems in farming when he is in a remote location and that solution should fulfil the following needs. • Cost efficient</p> <ul style="list-style-type: none"> <li>• Low power consumption</li> <li>• Time efficient</li> </ul>	<p><b><u>5.Available solutions</u></b></p> <p>We can give solutions to this problem by using the Smart Farming Application which collects the Moisture level data from the field and operate in the basis of that moisture level.</p>
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<p><b><u>2.Jobs to be done :-</u></b></p> <p>The Customers want to automate the irrigation process, reduce cost of manual workers and minimize the power consumption</p>	<p><b><u>9.Problem route cause:-</u></b></p> <p>The route cause for Smart farming Application is farmer's need to be feel comfortable.</p>	<p><b><u>7.Behavior:-</u></b></p> <p>The customer needs to make a revolutionary change in farming by means of modern technologies.</p>
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<p><b><u>3.Triggers:-</u></b></p> <p>Farmers are facing many problems while farming in traditional manner. This triggers the Smart Farming Applications.</p>
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**4.Emotions:-**  
Farmers feel very relaxed and feel stressless while working in field.