1.Customer Segment(S)
Who is your customer?
i.e. working parents

CS

> The customer for this product is a farmer who grows crops. Our goal is to help them, monitor field parameters remotely. This product saves agriculture from extinction

2. Customer Constraints

What constraints prevent your customers from taking action of limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

CC

> Using a large number of sensors is difficult. An unlimited of continuous Internet connection is required for success.

3. Available Solutions
Which solutions are available to the customers when they face the problem

Or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen

AS

> The irrigation process is automated using IoT. Meteorological data and field parameters were collected and processed to automate the irrigation process. Disadvantages are efficiency only over short distances, and difficult data storage.

4. Jobs-To-Be-Done / Problems

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

J&P

> The purpose of this product is to use sensors to acquire various field parameters and process them using a central processing system. The cloud is used to store and transmit data using IoT. The Weather API is used to help farmers make decision.

5. Problem Root Cause

What is the real reason that this problem exists? What is the backstory behind the need to do this job?

RC

> Frequent changes and unpredictable weather and climate made it difficult for farmers to engage in agriculture. These factors play an important role in deciding whether to water your plants. Fields are difficult to monitor when the farmer is not at the field, leading to crop damage.

6. Behavior
What does your customer do to address the problem and
Get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

BE

> Use a proper drainage system to overcome the effects of excess water from heavy rain. Use of hybrid plants that are resistant to pests.

7.Trigger

T R

Farmers struggle to provide adequate irrigation. Inadequate water supply reduces yields and affects farmers' profit levels. Farmers have a hard time predicting the weather.

8. Emotion Before / After

EM

How do customers feel when they face a problem of a job and afterwards? I .e. lost, insecure confident, in control — use it in your communication strategy & design.

BEFORE: Lack of knowledge in weather forecasting →Random decisions →low yield.
After: Data from reliable source → correct decision →high yield

9.Your Solutions

SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.

If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behavior.

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.

10.Channels of Behavior

CH

8.1 ONLINE
What kind of actions do customers take online?
Extract online channels from #7

\#

8.2 ONLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development

ONLINE: Providing online assistance to the farmer, in providing knowledge regarding the pH and moisture level of the soil. Online assistance to be provided to the sensor in using the product

OFFLINE: Awareness camps to be organized to teach the importance and advantages of the automation and IoT in the development of agriculture.