fit into

AS

1. Customer Segment(S)

Who is your customer? i.e. working parents of 0-5 y.o. kids

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.



J&P

What constraints pievent your customers from taking action of limittheir choices of solutions?

6. Customer Constrains

i.e. spending poweí, budget, no cash, netwoík connection, availabledevices

Using many sensors is difficult. An unlimited or continuous internet connection is required for success.

5. AVAILABLE SOLUTIONS

 \mathbf{C}

Which solutions are available to the customers when they face the problem, of need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. penand paper

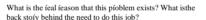
The irrigation process is automated using IoT. Meteorological data and field parameters were collected and processed to automate the irrigation process. Disadvantages are efficiency only over short distances, and difficult data storage.

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (of píoblems) do you addiess foi youí customeis? **1**°heie could be moie than one; exploie diffeient sides.

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 decisions. Farmers can make decisions through mobile applications.

9. PROBLEM ROOT CAUSE



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.

7. BEHAVIOUR

What does you' custome do to addiess the pioblem and get the job done?

i.e. Difectly felated: find the fight solaf panel installef, calculate usage and benefits; indifectly associated: customefs spend ffeetime on volunteefing work (i.e. Gfeenpeace)

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

ا J&P, tap into BE, understand RC

3. TRIGGERS



What tíiggeis customeis to act? i.e., seeing theií neighboí installingsolaí panels, feading about a mofe efficient solution in the news.

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

4. EMOTION'S: BEFORE / AFTER



How do customeís feel when they face a píoblem of a job and

i.e. lost, insecuíe > confident, in contíol - use it in youí communication stíategy &

BEFORE: Lack of knowledge in weather forecasting → Random decisions \rightarrow low yield.

AFTER: Data from reliable source \rightarrow correct decision \rightarrow high yield.

10. YOUR SOLUTION

application.

If you aie woiking on an existing business, wiite down youi cuiient

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

solution fifst, fill in the canvas, and check how much it fits feality.

solves a píoblem and matches customeí behavioí.



8.CHANNELS OF BEHAVIOUR



What kind of actions do customeis take online? Extiact online channels from 7

What kind of actions do customeís take offline? Extíact offline channels fíom 7 andusquemem foí customeí 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 user 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.

If you aie woiking on a new business pioposition, then keep it blank untilyou fill in the canvas and come up with a solution that fits within customei limitations,