

Define CS, fit into CL	<div>1. CUSTOMER SEGMENT(S)<div>Farmer's ! Who's not near his field</div></div>	<div>6. CUSTOMER LIMITATIONS<div>EG. BUDGET, DEVICES</div>1)High adoption costs , security concerns. 2)Not aware of the implementation of IoT in agriculture.</div>	<div>5. AVAILABLE SOLUTIONS<div>PLUSES &amp; MINUSES</div>Monitor different parameters and mobile or web application make easily to farm the crop field .</div>	Explore AS, differentiate
	<div>2. PROBLEMS / PAINS<div>+ ITS FREQUENCY</div><div>It's difficult to monitor and control Ain't known if the application doesn't work properly.</div></div>	<div>9. PROBLEM ROOT / CAUSE<div>RC</div>1)If temperature ,PH level ,humidity &amp; light intensity makes the serious cause for the environment. 2)Farmer affected by less productivity which will affect in their profit.</div>	<div>7. BEHAVIOR<div>+ ITS INTENSITY</div><div>Direct related: Tries to find a solution to prevent this problem Indirect related: Located in rural where internet connectivity might not be strong enough to facilitate fast transmission speeds.</div></div>	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	<div>3. TRIGGERS TO ACT<div>TR</div>Create opportunities to lift people out of poverty in developing nations. (Over 60% )</div>	<div>10. YOUR SOLUTION<div>SL</div><div>"IoT based Smart crop protection system for agriculture" !! It help farmers grow more food on less land by protection crops from pests, diseases and weeds as well as raising productivity per hectare.</div></div>	<div>8. CHANNELS of BEHAVIOR<div>CH</div><div>ONLINE: The Data send through application for the farmers to know about the farms. OFFLINE: The control action is taken by the farmers to monitor the farms.</div></div>	Extract online & offline CH of BE
	<div>4. EMOTIONS<div>BEFORE / AFTER</div><div>BEFORE: Finances, Heavy work overload and conflict in relationship. AFTER: It will easier to make more yield in field</div></div>			