PROBLEM SOLUTION FIT

Project Name   : SmartFarmer- IoT Enabled Smart Farming Application

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1.Customer Segments :	5.Available Solutions :	8.Channels of Behaviour : The
Here farmers are the customers. There are different categories of farmers. Among them large scale farmers prefer smart farming.	Smart farming can be achieved by IoT which includes user interfacing, sensor and software application.	channels of behavior include user interfacing with the help of IoT, precision farming, Cloud services and so on.

3.Triggers :	7.Behaviour :	10.Solution :
Some of the triggers in smart farming are advertising in television and create awareness about smart farming.	Smart farming sustainably increases the agricultural productivity and incomes. It offers high-precision crop control and automated farming techniques.	The solution for our project is the initiate Smart Farming using IoT which includes the involvement of sensors, data gathering techniques, and mainly the software application for monitoring and watering the crops.
4.Emotions : The customers feel happy and comfortable since the project yields high crops with less investments.		

2.Jobs to be done :	6.Customer Constrains :	9.Problem Route Cause :
The rapid changes in climate, soil erosion improper usage of pesticides should be solved by Internet of Things via Smart Farming.	The customer constraints include climate changes, farm policies, lack of knowledge about the current technologies to handle farm data, access to markets and need for off-farm income.	Mostly Indian farming are dependent on rains, soil, dampness and environment challenges which forces them to take a modern decisions on farming.