

Project Design Phase-I - Solution Fit Template

Project Title: SmartFarmer - IoT Enabled Smart Farming Application

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Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS One common practice adopted by many banks is to broadly segment the agriculture market into three groups: corporate, a SME, and farmer . This segmentation is undertaken based on the bank's loan exposure to the client, the client's profile, asset size, or turnover.	6. CUSTOMER CONSTRAINTS CC Lack of proper irrigation facilities, production machinery, and access to institutional credit, difficulties procuring inputs and storing products, and negative impacts of climate were identified as the major constraints to agricultural productivity and marketing in the lagging regions.	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none">• Livestock tracking and Geo fencing.• Smart logistics and warehousing.• Smart pest management.• Smart Greenhouses.• Climate monitoring and forecasting.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none">• Proper monitoring of irrigation• Proper information of storage inventories/stocks• On demand supply of products• Better resulting of given inputs by the customer• Ensure proper customer support and customer satisfaction	9. PROBLEM ROOT CAUSE RC <p>As per the new regulation and policies in farming. Lack of proper support system from the govt lead to chaos among the farmers, corporates, etc.</p>	7. BEHAVIOUR BE <p>Customer behavior refers to an individual's buying habits, including social trends, frequency patterns, and background factors influencing their decision to buy something. Businesses study customer behavior to understand their target audience and create more-enticing products and service offers.</p>	

3. TRIGGERS

TR

The optimisation of all the processes related to agriculture and livestock-rearing increases production rates. Water saving: weather forecasts and sensors that measure soil moisture mean watering only when necessary and for the right length of time.

4. EMOTIONS: BEFORE / AFTER

EM

Before

They didn't get a proper solution for the problem in previous cases it breaks emotionly the small scale farmers and business loss in corporate industries.

After

While using the new platforms with our innovative ideas may lead to feel secure and ensure maximum security for the farmers and corporates .

10. YOUR SOLUTION

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 behaviour.

8.CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

While using the online mode of our system may leads to betterment of the customer and ensure save of lots energy ,money,time,etc

8.2 OFFLINE

While using in offline mode it obvious to see the results directly through our physical presence but time constraints has been increased while appealing to physical use of it.