

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Our main customer is the farmers. Though farmers take good care of their crops, sometimes without their knowledge animals can come and destroy the entire field which affects their yield and ultimately their profit decreases abruptly. This problem is solved on using this system and hence the farmers would also get good yield which increases their profit.</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>The smart system needs availability of internet continuously. Rural part of most of the developing countries do not fulfil this requirement. Moreover internet connection is slower. It require farmers to understand and learn the use of technology. This is major challenge in adopting smart agriculture farming at large scale across the countries.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>Farmers can accurately record rainfall and other weather conditions, set flood risk alarms and other alerts in changes of water quality or overuse of phytosanitary products. They can now oversee storage conditions, receive alerts on gates and equipment and better track and quality control the entire supply chain. They can monitor soil quality from surface to roots, compare areas, modulate fertilizing, analyze historical patterns and better manage crops long-term.</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div><div>There are increasing pressures from climate change, soil erosion and biodiversity loss and from consumers' changing tastes in food and concerns about how it is produced. And the natural world that farming works with plants, pests and diseases continue to pose their own challenges. Temperature increases lead to elevated levels of evapotranspiration, placing a strain on already limited freshwater resources. The increased incidence of torrential rainfall events could lead to flooding, which in turn results in the loss of soil fertility.</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>Both insects and pests are the major cause of crop damage and yield loss. They could ruin the whole crop and eat up the large portion of grains. In fact, they can reduce crop output by 30-50(%) every year if left unchecked. They can wipe out farmers' hard work and cause significant losses to yields and incomes, posing a major threat to food security. The best ways to protect crop damage are by incorporating integrated pest and insect management.</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>The adoption of sustainable practices is influenced by how farmers learn, understand and perceive these practices, particularly the associated difficulties, costs, benefits and risks. These cognitive factors are very specific and, hence, proximal to the decision-making process in question: whereas one type of sustainable practice may be considered risky, costly and difficult to implement, another may be seen as entailing little risk, cost or difficulty.</div></div>	
Identify strong TR & EM	<div><div>3. TRIGGERS<div>TR</div></div><div>It causes a buyer to have a clear need, which converts into a sense of purpose and urgency in their buying process. The price is the main thing that triggers most of the customers, like comparing with the existing solutions in what way it is different that needs to be specified. Automatically triggered by seeing others buying products and they can share their experience which will trigger most of the customers.</div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>Our idea is to develop a smart crop protection system that helps the farmers in protecting the crop from the animals and birds which destroy the crop. Also, our idea would help farmers to monitor the soil moisture levels in the field and also the temperature and humidity values near the field. And also, with the help of this system, farmers would be able to control the irrigation system through mobile applications.</div></div>		Identify strong TR & EM
	<div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>The customers want to feel about their experience. They will feel like they have received poor service when they experience negative emotions such as frustration, concern or sense of being welcome. Sometimes, no matter what you do, you can't shake a tough emotion. If you find yourself stuck in feelings of sadness or worry for more than a couple of weeks, or if you feel so upset that you think you might hurt yourself or other people, you may need extra help</div></div>	<div><div>8.CHANNELS of BEHAVIOR<div>CH</div></div><div>8.1 ONLINE<div>Products received in good condition with effective, attractive packaging. It adds face value and influences the customer's next purchase as well as positive word-of-mouth. Product delivery time/schedule is as promised: customers do not care where the product comes from or who is responsible for any delays.</div></div><div>8.2 OFFLINE<div>Bring the best of your social media content - reviews, announcements, community discussion - offline. You can use digital signages to feature animated videos, live streams, pre-recorded webinars, and graphics to engage your customers in-store using technology.</div></div></div>		

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