differentiate

# 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.

## 6. Customer Constrains

What constraints prevent your customers from taking action or limit their choices of solutions?

**Project Design Phase-I - Solution Fit** 

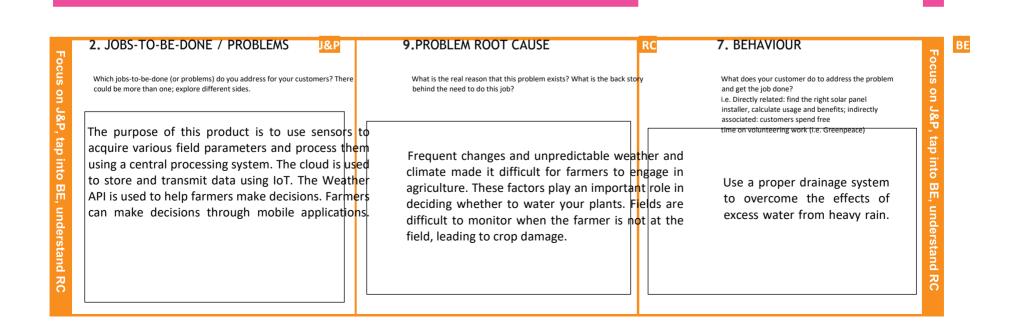
i.e. spending power, budget, no cash, network connection, available devices

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

### **AVAILABLE SOLUTIONS**

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



Use of hybrid plants that are resistant to pests.

### 3. TRIGGERS

ΓR

What triggers customers to act? i.e., seeing their neighbor installing solar panels, reading about a more 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

EM

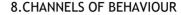
How do afterwardscustomers? feel when they face a problem of a job and

i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

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

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

#### 10. YOUR SOLUTION



СН

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 behavior. limitations, solves a problem and matches customer

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 application.

8.1What kind of actions do customers take online? Extract online channels from #7ONLINE 8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer 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.