Problem-Solution fit canvas 2.0

Purpose / Vision

1. CUSTOMER SEGMENT(S) — CS

The customers of this product are the farmers who cultivate crops. Our aim is to assist, aid and help them to monitor the field parameters remotely and to keep track of the parameters. This product saves the agriculture from extinction.

6. CUSTOMER CONSTRAINTS — CC

What constraints prevent your cus...
of solutions? i.e. spending power, l...

Deployment of huge number of sensors is difficult. It requires an unlimited or continuous internet connection to be successful.

5. AVAILABLE SOLUTIONS — AS

...o the customers when they face the problem
...hat have they tried in the past? What pros & cons do
...and paper is an alternative to digital notetaking

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers?
There could be more than one; explore different sides.

The irrigation process is automated using IoT. weather data and field parameters were obtained and processed to automate the process of irrigation. The drawbacks are high cost of installation, efficient only for short distance, difficulty in storing the data.

9. PROBLEM ROOT CAUSE — RC

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

7. BEHAVIOUR — BE

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits;
indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

3. TRIGGERS — TR

The objective of this product is to obtain the different field parameters using sensor and process it using a central processing system. Cloud is used to store and transmit the data by using IoT. Weather APIs are employed to assist the farmer in making decision. The farmer could take decision through a mobile application.

10. YOUR SOLUTION — SL

The frequent change or unpredictable weather and climate, made it difficult for the farmers to do agriculture. These factors play a major role in making decision whether to water the plant or not. The monitoring of the field is hard when the farmer is out of station, thus leading to crop damage.

NonC

8. CHANNELS of BEHAVIOUR — CH

Using proper drain system to overcome the effects of excess water due to heavy rain. Using hybrid varieties of crop that are resistant to pests.

MA

Farmers facing issues in providing proper irrigation. No proper supply of water leads to reduced production which affects the profit level of the farmer. Farmer's struggle to predict the weather.

Our product collects the data from different types of sensors and it sends the value to the main server. It also collects the weather data from the weather API. The ultimate decision, whether to water the crop or not is taken by the farmer using mobile application.

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