**Project Title: Smart farmer – iot enabled smart farming application Project Design Phase-I** - **Solution Fit Template Team ID:** PNT2022TMID48496

**Focus on J&P, tap into BE, understand RC**

**Explore AS, differentiate**

**Deﬁne CS, ﬁt into CC**

or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? They can make the decision whether to water the crop or postpone it by monitoring the sensor parameters

**AS**

**7. AVAILABLE SOLUTIONS**

Which solutions are available to the customers when they face the problem

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

of solutions? spending power, budget, no cash.

**CC**

**4. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

Who is your customer?

farmers

**Explore AS, differentiate**

**Define CS, fit into CC**

Continuously monitoring the weather condition and water content in the soil.

**BE**

**8. BEHAVIOUR**

What does your customer do to address the problem and get the job done?

**RC**

**5. PROBLEM ROOT CAUSE**

What is the real reason that this problem exists? What is the back story behind the need to do this job?

Unexpected weather condition leads the farmer to be confuses whether to water the crop or postpone it.

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

Which jobs-to-be-done (or problems) do you address for your customers?

Smart irrigation based on the soil moisture and also they can monitor the weather conditions

**Focus on J&P, tap into BE, understand RC**

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**Identify strong TR & EM**

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| **Identify strong TR & EM** | **3. TRIGGERS TR**  What triggers customers to act? i.e. seeing their neighbour installing IOT enabled smart farming application, reading about a more efﬁcient solution in the news. | **6. 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.  Our solution is smart irrigation based on soil moisture. | **9. EMOTIONS: BEFORE / AFTER EM**  How do customers feel when they face a problem or a job and afterwards?  They feel frustration about their production and now they feel stess free. |  |
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