

## TITLE : SMART FARMER IoT ENABLED SMART FARMING

Define CS, fit into CL Focus on PR, tap into BE, understand RC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> 1.Low cost 2.Easy to handle 3.Long time durability	<b>6. CUSTOMER LIMITATIONS</b> <span>CL</span> <small>EG. BUDGET, DEVICES</small> 1.Budget friendly 2.Small in size	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <small>PLUSES &amp; MINUSES</small> We can monitor it from anywhere	Explore AS, differentiate Focus on PR, tap into BE, understand RC
	<b>2. PROBLEMS / PAINS</b> <span>PR</span> <small>+ ITS FREQUENCY</small> 1.Heavy rain 2.Time to harvest 3.Proper water supply	<b>9. PROBLEM ROOT / CAUSE</b> <span>RC</span> 1.Nature Disaster 2. Type of soil	<b>7. BEHAVIOR</b> <span>BE</span> <small>+ ITS INTENSITY</small> 1.Easy to use 2.Low cost 3.High efficiency	
Identify strong TR & EM	<b>3. TRIGGERS TO ACT</b> <span>TR</span> 1.Soil scanning 2.Humidity	<b>10. YOUR SOLUTION</b> <span>SL</span> To manage the crop field from anywhere and we can take care of crops every time.	<b>8. CHANNELS of BEHAVIOR</b> <span>CH</span> ONLINE Live updates	Extract online & offline CH of BE
	<b>4. EMOTIONS</b> <span>EM</span> <small>BEFORE / AFTER</small> 1.Crop protection 2.Precision for me		OFFLINE Slow due to network lag.	



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 Designed by Daria Nepriakhina / [IdeaHackers.nl](https://www.ideahackers.nl) - we tailor ideas to customer behaviour and increase solution adoption probability.