

Define CS, fit into CL	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><p>Customers are the farmers and they are of types Marginal Farmers, Small Farmers, Semi-medium, Medium and Large. Farmers with large hectares of land require Smart-farming assistance to make things easy and reliable.</p></div>	<div>6. CUSTOMER LIMITATIONS<div>EG. BUDGET, DEVICES</div><div>CL</div><p>Improper irrigation, Productivity issues, Difficulty in the management of inputs and outputs for farming activity, also climatic conditions affect the farmers, Reliability is less in traditional farming.</p></div>	<div>5. AVAILABLE SOLUTIONS<div>PLUSES &amp; MINUSES</div><div>AS</div><p>Smart Farming has increased the productivity, and management of farming activity and timely reaction towards moisture, temperature, &amp; climatic prediction. Automation via app/web-app has made it more sustainable than before.</p></div>	Explore AS, differentiate
	<div>2. PROBLEMS / PAINS<div>+ ITS FREQUENCY</div><div>PR</div><p>Smart farming includes the Internet of things and this integrates the hardware and software part helping to make the automation easy like the irrigation facilities on timely basis and also prediction of climatic conditions before in hand gives the farmer a warning and to be prepared for the change .</p></div>	<div>9. PROBLEM ROOT / CAUSE<div>RC</div><p>Major problems the farmers facing is the soil erosion, climatic changes, and biodiversity loss. Expectations of the customers get ruined. Demand for the quality food. Investment in farming i.e. productivity.</p></div>	<div>7. BEHAVIOR<div>+ ITS INTENSITY</div><div>BE</div><p>The climatic condition and changes prediction is literally hard for the farmers and via smart farming its resolved.</p></div>	
Identify strong TR & EM	<div>3. TRIGGERS TO ACT<div>TR</div><p>Growing the awareness among people by showing up some ads or poster and also arranging campaigns to teach about Smart farming and also showing an example of it.</p></div>	<div>10. YOUR SOLUTION<div>SL</div><p>To overcome all the problems and hurdles there is only one way and that is to integrate smart farming practices into the farming industry.</p></div>	<div>8. CHANNELS of BEHAVIOR<div>CH</div><div>ONLINE</div><p>Online mentoring can help farmer to use the smart farming technology.</p></div>	Extract online & offline CH of BE
	<div>4. EMOTIONS<div>BEFORE / AFTER</div><div>EM</div><p>All the farmers want the traditional way only because they are emotionally connected to it but once they start using smart farming then the yield and productivity make them fulfilled.</p></div>		<div><div>OFFLINE</div><p>Farmers can buy the products from trusted shops and also week-based campaigns teaching them the smart farming practice can help them to convert from the traditional way to the modern way.</p></div>	