Project Title: Smart Farmer – IOT enabled Smart Farming Application
Project Design Phase-I - Solution Fit Template
Team ID: PNT2022TMID31297

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

FARMERS who are cultivating their land

6. CUSTOMER CONSTRAINTS

CC

What constraints prevent your customers from taking action or limit their choices
of solutions? i.e. spending power, budget, no cash, network connection, available devices.

The availability of a smart phone,good network facilities and the services under budget are the constraints

5. AVAILABLE SOLUTIONS

AS

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 farmers tried drip irrigation before. If there is any clog in the water tubes that will affect the irrigation. Anyhow they kept the crops with the necessary water content.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

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

To make the work easier for the FARMERS

The works need to be done easier:
1)To analyse the humidity of the soil
2)To understand the climatic conditions
3)water Irrigation
4)Pest control and monitoring the crops

9. PROBLEM ROOT CAUSE

RC

What is the real reason that this problem exists? What is the back

Farmers are unable to understand the soil conditions, humidity and weather. They need to be present in the field for water irrigation

7. BEHAVIOUR

BE

What does your customer do to address the problem and
i.e. directly related: find the right solar panel installer, calculate

We can provide a customer support facilities and also a chatbot option.

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

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

To advertise and educate the farmers about the advantages of utilizing smart farming application

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

The customer would feel the satisfaction of getting the work done and a profitable yield easier than before.

10. 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.
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 limitations, solves a problem and matches customer behaviour.

The solution would be an efficient usage of water, control of pests and soil erosion, better understanding of the soil and weather and a maximum yielding of crops.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE

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

We can do the fieldwork of reaching the farmers and know the problems they are facing to provide better solutions. It will provide the better understanding about the farmers. In online, we can advertise about the advantages and made the application reach the farmers.