

Define CS, fit into CC	1.Customer Segment(S) CS Farmers keep close eye on field elements like soil,water , weather and saturation using some sensors	6. Customer constraints CC Constraints faced by customers while using this application is reasonable cost and user friendly application	5. Available solutions AS The solution which we proposed should use to prevent crops and use to monitor soil condition, moisture and temperature	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. Jobs-to-be-done/Problems J&P Farmers can monitor the agricultural field if they are not available nearer to field using Mobile application	9. Problem root cause RC Agriculture is a complex activity in which the growth of crops cannot be predicted in advance in traditional method	7. Behaviour BE They can make the necessary decisions whether to water the crop or to postpone it by monitoring the sensor parameters and controlling the motor pumps from the mobile application itself.	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. Triggers TR Some of the triggers are advertisements in the television and information from the experts.	10. Your Solution SL By providing an integrated IoT platform in agriculture allows farmers to leverage sensors, smart gateways and monitoring systems to collect information on their farm and to analyze the field in order to make informed decisions.	8. Channels of Behaviour CH <u>Online:</u> The emerging out of convergences of IT and farming techniques. It enhances the agricultural value chain through the application of Internet and related technologies. <u>Offline:</u> Users are in offline they are only know about the previous information about the field	Extract online & offline CH of BE
	4. Emotions: Before / After EM Farmers faced loss due to wrong prediction due to lack of knowledge in technology but now they can seek a hike in their field.			