Project Title:SmartFarmer-IoT enabled Smartfarming Application **Project Design Phase-I - Solution Fit Template** **Team ID:** PNT2022TMID30750

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

Who is your customer?

The customer is the persons who does agriculture.The farmer is the customer .It helps them to manage and monitor their field and crops remotely through a mobile Application

6. CUSTOMER CONSTRAINTS CC

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

The usge of the Sensor may be difficult.It also requires a constant internet connections

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?

The irrigation process can be automated using IoT and all the data about the crops are stored.

The disadvantage is it is effective within a small distance only.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

The main purpose for developing this mobile applications to acquire various parameters and process them using central processing system using sensors. And the farmers can access from their mobile device

9. PROBLEM ROOT CAUSE RC

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

It is hard for the farmers to predict the weather and to water the plants accordingly as this climatic conditions and temperature plays a major role in maintaining the crops

7. BEHAVIOUR BE

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

At the time of heavy rain a proper drainage system should be used to overcome the excess water that stays on the field.

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.

Inadequate supply of the water to the plants and crops leads to reduction in the yields and profit. The farmers struggle a lot to provide adequate irrigation.

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 application that we are going to create collects the data from various sensors and send it to a server. It then collects the weather data from weather API. Then the farmer will decide about the irrigation method based on the weather .

8.CHANNELS of BEHAVIOUR CH

ONLINE

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

OFFLINE

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

ONLINE : Through online it assists the farmer about the soil type ,weather condition and also the moisture level of the soil

OFFLINE:: The farmers should be educated about the latest technologies and awareness should be created among them.

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.

Before: Before the farmers were not aware of the weather forecasting , temperature, sensors and randomly took Decisions

After: After they are aware of the advanced technologies and took reliable and exact Decisions