Project Title:

Project Design Phase-I - Solution Fit Template

Team ID: PNT2022TMIDxxxxxx

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

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

Our customer of this product is farmer who grows crops. our aim is to help them to harvest good quality foods and save agriculture from extinction.

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.

Difficult to set up plan.

Difficult to use large number of sensors.

Continuous power supply is required.

Unlimited Internet access is required to succeed.

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 is an alternative to digital notetaking

IoT technologies protects quantity of foods and grains from unnecessary wastages in government warehouses. Greenhouse Automation Systems increase the climate in greenhous, increasing of crop yields,reducing the energy of costs and its labor costs.SoilScout enable farmers to save up to 50% irrigation water and reduce the loss of fertilizers

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 purpose is to help farmers to sense various field parameters and the movement of predators by using different sensors. It collect exact datas and cloud is used to store and send data to the server or system, thus provides suggestion to the farmers.

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?
i.e. customers have to do it because of the change in regulations.

Farmers are not well aware about the modern and advanced technologies.Farmers are not educated enough to understand and use such technologies, unpredictable climate changes and natural calamities Farmers face difficulties in monitoring the field when they are not at field.

7. BEHAVIOUR — BE

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

Getting right seeds,
Sowing in the right time,
Harvesting at in right time and
Marketing for good prize
Use a proper drainage system to overcome the effects of excess water from heavy rain. Use of hybrid plants that are resistant to pests.

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

Identify strong TR & EM

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.

Soil quality, water quality, climate, and terrain are few issues that may impact profits and productivity for farmers in any given growing season.

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: Lack of knowledge about advanced technology→Random decisions →low yield.
AFTER: Data from reliable source → correct decision →high yield

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.

With the help of applications, scanners, and sensors are deployed in the cultivated land can identify and collect the exact data and send it to the system. Farm managers are able to access the information on site or remotely via a smartphone or desktop computer. Thus they can easily understand their maintenance needs, better products and more

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.

ONLINE: Technology is allowing farmers to connect devices to the internet in order to improve agricultural operations. IoT technology is allowing farmers to leverage the internet to reduce waste,better pest control, streamline livestock management, and increase productivity.
OFFLINE: Awareness camps to be organized to teach the importance and advantages of the automation and IoT in the development of agriculture.

Identify strong TR & EM