

<h2>1. CUSTOMER SEGMENTS <span>CS</span></h2> <p>Our Targeted customers are farmers Argo business and Agri researchers.</p>	<h2>6. CUSTOMER CONSTRAINTS <span>CC</span></h2> <p>What constraints prevent your customers from taking action or their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</p> <p>Farmers are not aware of the new technologies and requirement of unlimited or continuous internet connection but this is impossible in rural areas where internet connections are slow.</p>	<h2>5. AVAILABLE SOLUTIONS <span>AS</span></h2> <p>or need to get the job done? What have they tried in the past? What pros &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</p> <p>Some of the available solutions are using high yielding varieties, drones for monitoring farm land, various smart water management techniques, automation etc....</p>
<h2>2. JOBS-TO-BE-DONE / PROBLEMS <span>J&amp;P</span></h2> <p>Problems which farmers face are that they don't receive the appropriate amount of water or don't get the supply on time, second is the changing climate and other is loss of soil fertility.</p>	<h2>9. PROBLEM ROOT CAUSE <span>RC</span></h2> <p>The root cause of the problem is that farmers are unknown about the right need of the plants at the right time</p>	<h2>7. BEHAVIOUR <span>BE</span></h2> <p>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)</p> <p>Directly related-they find optimum time interval and alert notification in system Indirectly related-they spend time in hands on experiencing new methods</p>
<h2>3. TRIGGERS <span>TR</span></h2> <p>Risk factor and time spent by farmer may end in crucial situation, so in searching solution to this ended up by smart farmer based on IOT</p>	<h2>10. YOUR SOLUTION <span>SL</span></h2> <p>A system is built for monitoring the crop field with the help of sensors and automating the irrigation system. The farmers can monitor the field conditions from anywhere.</p>	<h2>8. CHANNELS OF BEHAVIOUR <span>CH</span></h2> <h3>8.1 ONLINE</h3> <p>The concept of Climate Smart Agriculture emerged as a promising solution to secure the resources for the growing world population under climate change conditions</p>

<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div>At the time before , over usage of water , maintaining the temperature and nutrients in the soil was very difficult and time spent by walking also took too long. After using our technique it made them analyze the data needed to farm and control took them seconds to view from their hands.</div>		<div>8.2 OFFLINE</div> <div>Agriculture is strongly affected by climate change due to increasing temperatures and water shortage</div>
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