Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL

1. CUSTOMER SEGMENT(S) — CS

The farmers' segmentation process identifies the difference in farmers' ability to invest in good agricultural practices and climate smart agriculture.

6. CUSTOMER LIMITATIONS — EG. BUDGET, DEVICES — CL

smart agricultural needs the availability of the internet continuously. The rural part of the developing countries does not fulfill this requirement. Moreover, the internet connection is slower.

5. AVAILABLE SOLUTIONS — PROS & CONS — AS

Livestock tracking and geo-fencing. Smart logistics and warehousing. smart pest management. smart greenhouse. Remote crop monitoring.

Explore AS, differentiate

Focus on PR, tap into BE, understand RC

2. PROBLEMS / PAINS + ITS FREQUENCY — PR

Deteriorated quality of soil
Increase the rate of employment
Decrease in biological diversity
Increased consumption of natural resources

9. PROBLEM ROOT / CAUSE — RC

Agricultural communities developed approximately 10000 years ago when humans began to domesticate plants and animals.

7. BEHAVIOR + ITS INTENSITY — BE

In addition use behaviour is influenced by behavioral intension. it was further found that technology readiness place a significant roll in the adaption of smart product

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS TO ACT — TR

Farmers cannot be in the field always monitoring the condition of field like temperature, humidity etc..,

4. EMOTIONS — BEFORE / AFTER — EM

Farmer's main aim is to get maximum productivity .By using these smart farming strategy, the productivity increases and farmers feel happy

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 analyse the field in order to make informed decisoions.

8. CHANNELS of BEHAVIOR — CH

ONLINE

In addition use behaviour is influenced by behavioral intension. it was further found that technology readiness place a significant roll in the adaption of smart product

OFFLINE

Helps farmers to better understand the importantn factors such as water,topography,aspect,vegetationand soil types

Extract online & offline CH of BE

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