Problem Solution fit

Project Title: Smart Farmer - IoT Enabled Smart Farming Application

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Define CS, fit into CL

1. Customers Segment:

Global Smart Farming Market to surpass USD 24.5 billion by 2030 from USD 12.8 billion in 2020 at a CAGR of 10.6% in the coming years.

5. Customer Constraints:

Lack of proper irrigation facilities, production machinery, difficulties procuring inputs and storing products and negative impacts of climate.

CC

8. Available solution:

- 1. Smart pest Management
- 2. Smart greenhouse
- 3. Remote crop monitoring
- 4. Climate monitoring and forecasting.

Focus on PR, tap into BE, understand RC

2. Problems/ Pains:

- Deteriorated quality PR of the soil
- Climate changes
- Decrease in biological diversity
- Increased consumption of

6. Problem Root Cause:

- ➤ Meet rising demand for more food of higher quanty.
- > Invest in farm productivity.
- > Adopt and learn new technologies.
- > Satisfy consumer's changing tastes and expectations.

9. Behaviour:

65.8% of respondents reported that they already BE smart products. Technology readiness and the farmer's hedonic motivation were identified.

Focus on PR, tap into BE, understand RC

Explore AS, differentiate

AS

3. Triggers:

TR

EM

Agriculture is undergoing a fourth revolution triggered by the exponentially increasing use of information and communication technology (ICT) in agriculture.

4. Emotions:

& EM

Identify strong TR

The emotions are moisture, climate, seedling condition and insect conditions.

SL

7. Your Solutions:

- ✓ Easier data ingestion
- ✓ Unique deal and trade options
- ✓ Dynamic Delivery Service
- ✓ Efficient energy usage

10. Channels of behaviour:

Behavioral intension is affected by social determinants and the personal performance expectations of smart products

CH