

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S) Farmer is the customer who gets benefits by this project.</div> <div>CS</div>	<div>6. CUSTOMER CONSTRAINTS</div> <div>➤ Reduces manpower. ➤ Reduce waste. ➤ Improves productivity</div> <div>CC</div>	<div>5. AVAILABLE SOLUTIONS</div> <div>➤ Lack of internet connection. ➤ Farmers in rural areas don't have much knowledge about smart crop protection using IoT.</div> <div>AS</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div>➤ Where to place the monitoring devices. ➤ Decisions to be taken to maintain data accuracy.</div> <div>PP</div>	<div>9. PROBLEM ROOT CAUSE</div> <div>➤ Poor irrigation facilities. ➤ Unavailability of good quality of seeds</div> <div>RC</div>	<div>7. BEHAVIOUR</div> <div>➤ Improves the quality of rural life. ➤ Marketing for good prize.</div> <div>BE</div>	

	<p>3. TRIGGERS</p> <ul style="list-style-type: none"> ➤ Farmers can monitor the field from their mobile devices. 	<p>10. YOUR SOLUTION</p> <ul style="list-style-type: none"> ➤ We can protect the crops using IoT devices. 	<p>8. CHANNELS of BEHAVIOUR</p> <ul style="list-style-type: none"> ➤ Through online platform, we can connect with farmers and teach the importance of IoT devices to them. 	
	<p>4. EMOTIONS: BEFORE / AFTER</p> <ul style="list-style-type: none"> ➤ There will be loss for farmers when the crops get attacked by animals and birds. ➤ Adopt and learn new technologies. 			