

Project Design Phase-I Project Solution Fit

Date	07 November 2022
Team Id	PNT2022TMID49053
Project Name	lot based smart crop protectionsystem for agriculture

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS	6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL	5. AVAILABLE SOLUTIONS <small>PLUSES & MINUSES</small> AS	Explore AS, differentiate
	<ul style="list-style-type: none"> Farmers, who's not near his field. Crop importers 	<ul style="list-style-type: none"> High adoption costs, security concerns. Prevent the unnecessary use of this device. Use it according to the climate change 	<ul style="list-style-type: none"> Monitor different parameters and mobile or web application make easily to farm the crop field. Certain cultural practices can prevent or reduce insect crop damage. 	
Focus on PR, tap into BE, understand RC	2. PROBLEMS / PAINS + ITS FREQUENCY PR	9. PROBLEM ROOT / CAUSE RC	7. BEHAVIOR + ITS INTENSITY BE	Focus on PR, tap into BE, understand RC
	<ul style="list-style-type: none"> It's difficult to monitor and control Ain't known if the application doesn't work properly. 	<ul style="list-style-type: none"> If temperature,PH level ,humidity & light intensity makes the serious cause for the environment. Farmer affected by less productivity which will affect in their profit. 	<p>Direct related: Tries to find a solution to prevent this problem</p> <p>Indirect related: Located in rural where internet connectivity might not be strong enough to facilitate fast transmission speeds.</p>	
Identify strong TR & EM	3. TRIGGERS TO ACT TR	10. YOUR SOLUTION SL	8. CHANNELS of BEHAVIOR CH	Extract online & offline CH of BE
	<p>Create opportunities to lift people out of poverty in developing nations. (Over 60%)</p>		<p>ONLINE</p> <p>OFFLINE</p>	
	4. EMOTIONS <small>BEFORE / AFTER</small> EM			
	<p>BEFORE: Finances, Heavy work overload and conflict in relationship.</p> <p>AFTER: It will easier to make more yield in</p>	<p><i>"IoT based Smart crop protection system for agriculture"!!</i></p> <p>It help farmers grow more food on less land by protection crops from pests, diseases and weeds as well as raising productivity per hectare.</p>	<p>ONLINE: The Data send through application for the farmers to know about the farms.</p> <p>OFFLINE: The control action is taken by the farmers to monitor the farms.</p>	