Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Farmers are monitoring in different parameters of his field like soil moisture, temperature, and humidity using some sensors.

6. CUSTOMER CONSTRAINTS — CC

The constraints that the customer face while using a this application is used in low cost and easy way.

5. AVAILABLE SOLUTIONS — AS

The solutions which we proposed are use of prevent crops , use of soil moisture, Temperature, humidity using some sensors.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Farmers can monitor all the sensor parameters by using a web or mobile application even if the farmer is not near his field.

9. PROBLEM ROOT CAUSE — RC

Due to the inability to predict crop production in advance in traditional method.

7. BEHAVIOUR — BE

They can make the decision whether to water the crop or postpone it by monitoring the sensor parameters and controlling the motor pumps from the mobile application itself.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS — TR

Some of the triggers are advertisements in the television and information from the experts.

4. EMOTIONS: BEFORE / AFTER — EM

With the traditional farming were depressed due to the inability to predict the disease which caused low yield but after using IOT system they are happy with the high yield.

10. YOUR SOLUTION — SL

IoT -based agriculture system helps the farmer in monitoring different parameters of his field like soil moisture , Temperature , humidity using some sensors . Farmers can monitor all the sensor parameters by using a web or mobile application even if the farmer is not near his field.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE

With help of various online channel farmers can predict and gain knowledge about the crops growth detection.

8.2 OFFLINE

Smart farming based on IoT technologies enables growers and farmers to reduce waste and enhance productivity ranging from the quantity of fertilizer utilized to the number of journeys the farm vehiclesand enabling efficient utilization of resources such as water, etc..

Extract online & offline CH of BE