

<p>CUSTOMER SEGMENT(S) CS</p> <div>❖ Farmers are our customer</div>	<p>CUSTOMER CONSTRAINTS CC</p> <div> ❖ Budget ❖ Network connection ❖ Lack of professional support </div>	<p>AVAILABLE SOLUTIONS AS</p> <div> ❖ Employing IOT technologies ❖ Remote monitoring of field </div>
<p>JOBS-TO-BE-DONE / PROBLEMS J&P</p> <div> ❖ To irrigate the field efficiently ❖ To increase the crop yield </div>	<p>PROBLEM ROOT CAUSE RC</p> <div> ❖ Irregular irrigation ❖ Poor soil quality ❖ Climatic conditions </div>	<p>CHANNELS OF BEHAVIOUR BE</p> <div> <p>ONLINE:</p> ❖ We notify the details about the farm field through a mobile application <p>OFFLINE:</p> ❖ Supplying fertilizers to the field by the user </div>
<p>EMOTIONS</p> <div> ❖ BEFORE: Worry about the crop production and yield ❖ AFTER: Better agricultural practice and increased productivity </div>	<p>YOUR SOLUTION</p> <div> ❖ Automating the irrigation process ❖ Regular monitoring of field parameters to improve the yield </div>	<p>TRIGGERS</p> <div> ❖ Improper water management ❖ Low productivity ❖ Neighbour farmers using modern techniques </div>