6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES 5. AVAILABLE SOLUTIONS PLUSES & MINUSES . CUSTOMER SEGMENT(S) He wants to monitor Farmer have a minimum Mostly farmers won't and protect his Already this solution is amount of land and he They don't want to Automation irrigation have much agricultural land but he available but it doesn't wants to plant crops and invest more money on knowledge about the system doesn't wants to spend trees but he needs have more features technology technology. more amount of yield more b 9. PROBLEM ROOT / CAUSE 2. PROBLEMS / PAINS + ITS FREQUENCY 7. BEHAVIOR + ITS INTENSITY Sometimes It is They may suffer As they don't have Eventhough using the farmer invest impossible to from sudden proper knowlege of solution, customer visits more money but Farmer can't predict Damage caused by monitor the change in using the software and the agricultural land they are not animals and birds weather climatic field every often as the notifications system, existing getting equal conditions are not sent properly solution is wasted time amount of yield It will All the existing system Water They fear about provides only one Automattically Water Scarcity is the Monitoring the field the damage that At first they won't trust scarcity is solution, so there is show the 24/7 is impossible main problem are caused by the solution main reason need for the farmer to correct crop cattles and for dry crops do the rest of the work birds for the soil 8. CHANNELS of BEHAVIOR 10. YOUR SOLUTION 3. TRICCERS TO ACT ONLINE Software will Tell the story of the ON/OFF is Using sensors like Modern IoT Show the feedback Current humidity, automated and problem you had faced show the ultra sonic sensors to technology to temperature and video of the farmers also can be and suffered and how other information current protect crops from overcome their who have benefited manually are sent as wealthy you are now weather animals problem. accessed by the from this solution notifications after using the solution conditions user remotely EM 4. EMOTIONS BEFORE / AFTER OFFLINE Our software has lot Protecting Automated irrigation Automatic Automatic He will feel of features for system using humidity They felt crops from spraying of Farmer won't like that he water monitoring and depressed as and temperature animals and fertilizer had saved harm animals irrigation accessing they got loss birds sensor and birds time and and no yield money.



