# 1. CUSTOMER SEGMENT(S)

Who is your customer?

Define

CS,

fit into CC

CS

#### 6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit of solutions?

Time Consumption, Easy to use, the availability of device, proper network facilities, and budget are several constraints, Knowledge about the application.

#### 5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have?

Most commonly used irrigation type is Drip irrigation the most common disadvantage is when the water is not filtered properly there will be clogs and the tubes will get affected easily. In smart farming we can use solar empowered smart irrigation system to overcome this.

#### 2. JOBS-TO-BE-DONE / PROBLEMS

IOD

Which jobs-to-be-done (or problems) do you address for your customers?

Farmers are our customers

Soil analysis, climatic conditions can be monitored, devices can be controlled using mobile.

# 9. PROBLEM ROOT CAUSE

RC

What is the real reason that this problem exists? What is the back story behind the need to do this

Knowledge on how to water the plants accordingly, how to make use of the software etc.

# 7. BEHAVIOUR

BE

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What does your customer do to address the problem and get the

The customers will reach us when they don't have idea on how to analyze the soil and to improve the current irrigation system.

## 3. TRIGGERS



What triggers customers to act?

To get correct accuracy on what to be done on the farm and to produce more crops and livestock quantitively.

## 4. EMOTIONS: BEFORE / AFTER



How do customers feel when they face a problem or a job and afterwards?

Crop yield is high, as when the productivity increases farmers will be satisfied. They will not worry about the loss. Irrigation will be more efficient than before

## 10. YOUR SOLUTION



If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.

There will be less weed growth, Maximum use of water efficiently, Control of soil erosion and maximum crop yield.

# 8. CHANNELS of BEHAVIOUR



8.1 ONLINE

8 2

What kind of actions do customers take online?

we will reach the customer directly ask about their problems and provide effective solutions if their problems

8.3 OFFLINE

What kind of actions do customers take offline?

In offline mode will do digital marketing using advertisements

