Define CS,

fit into CC

1. Customer Segment(S)

Smart Farming Application

The customer for this product is a farmer

who grows crops. Our goal is to help them,

monitor field parameters remotely. This

product saves agriculture from extinction.

Project Title: Smart Farmer - IOT Enabled

Who is your customer? i.e. working parents of 0-5 y.o. kids



Customer

What constiaints pievent youi customeisiom taking action oi limit their choices of solutions?

i.e. spending poweí, budget, no cash, netwoík connection, available devices

Using many sensors is difficult. An unlimited or continuous internet connection is required for success.

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they //acethe problem. of need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. penand paper

The irrigation process is automated using IoT. Meteorological data and field parameters were collected and processed to automate the irrigation process. Disadvantages are efficiency only over short distances, and difficult data storage.

2. JOBS-TO-BE-DONE / PROBLEMS

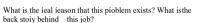


applications.

customeis? **1** heie could be moie than one; exploie

The purpose of this product is to use sensors to acquire various field parameters and process them using a central processing system. The cloud is used to store and transmit data using IoT. The Weather API is used to help farmers make decisions. Farmers can make decisions through mobile

9. PROBLEM ROOT CAUSE



Frequent changes and unpredictable weather and climate made it difficult for farmers to engage in agriculture. These factors play an important role in deciding whether to water your plants. Fields are difficult to monitor when the farmer is not at the field, leading to crop damage.

7. BEHAVIOUR



i.e. Difectly felated: find the fight solar panel installer, calculate usage and benefits; indifectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

Use a proper drainage system to overcome the effects of excess water from heavy rain. Use of hybrid plants that are resistant to pests.

Focus on J&P, tap into BE, understand

3. TRIGGERS



What tiggeis customeis to act? i.e., seeing theif neighbof installing solaí panels, feading about a mofe efficient solution in the news.

Farmers struggle to provide adequate irrigation. Inadequate water supply reduces yields and affects farmers' profit levels. Farmers have a hard time predicting the weather.

4. EMOTION'S: BEFORE / AFTER



How do customeis feel when they face a pioblem of a job and afteiwaids?

i.e. lost, insecuíe > confident, in contíol - use it in youí communicationstíategy & design

BEFORE: Lack of knowledge in weather forecasting \Rightarrow Random decisions \Rightarrow low yield.

AFTER: Data from reliable source \Rightarrow correct decision \Rightarrow high yield.

10. YOUR SOLUTION



If you aie woiking on an existing business, wiite down youi cuiient solution fiist, fill in the canvas, and check how much it fits ieality. If you aie woiking on a new business pioposition, then keep it blank untilyou fill in the canvas and come up with a solution that fits within customei limitations, solves a pioblem and matches customei behavioi.

Our product collects data from various types of sensors and sends the values to our main server. It also collects weather data from the Weather API. The final decision to irrigate the crop is made by the farmer using a mobile application.

8.CHANNELS OF BEHAVIOUR



8.1 ONLINE

What kind of actions do customeis take online? Extiact online channels fiom 7



What kind of actions do customeis take offline? Extiact offline channels from 7 and use them foi customei development.

ONLINE: Providing online assistance to the farmer, in providing knowledge regarding the pH and moisture level of the soil. Online assistance to be provided to the user in using the product.

OFFLINE: Awareness camps to be organized to teach the importance and advantages of the automation and IoT in the development of agriculture.