Problem Solution fit

ProjectTitle: SmartFarming - IoT Enabled Smart Farming Application

Team: PNT2022TMID19620

5. Customer Constraints: 1. Customers Segment: CS CC AS Define CS, fit into CL Lack of proper irrigation Global Smart Farmi **Explore AS, differentiate** 8. Available solution: facilities, production Market to surpass 1. Smart pest Management machinery, difficulties USD 24.5 billion by 2. Smart greenhouse procuring inputs and storing 2030 from USD 12.8 3. Remote crop monitoring products and negative billion in 2020 at a 4. Climate monitoring and impacts of climate. CAGR of 10.6% in forecasting. the coming years. 9. Behaviour: Focus on PR, tap into BE, understand RC 6. Problem Root Cause: 2. Problems/ Pains: 65.8% of respondents > Meet rising demand for RC PR BE • Deteriorated quali reported that they already more food of higher q PR, tap into BE, smart products. Technology of the soil > Invest in farm productivity. readiness and the farmer's Climate changes > Adopt and learn new hedonic motivation were Decrease in biological technologies. identified. diversity > Satisfy consumer's changing Increased tastes and expectations. understand consumption of

TR

3. Triggers:

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Identify strong TR

Agriculture is undergoing a fourth revolution triggered by the exponentially increasing use of information and communication technology (ICT) in agriculture.

4. Emotions:

The emotions are moisture, climate, seedling condition and insect conditions.

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7. Your Solutions:

- ✓ Easier data ingestion
- ✓ Unique deal and trade options
- ✓ Dynamic Delivery Service
- ✓ Efficient energy usage

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10. Channels of behaviour: Behavioral intension is affected by

social determinants and the personal performance expectations of smart products

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