**Project Title: IoT Based Smart Crop Protection System for Agriculture Project Design Phase-I** - **Solution Fit Team ID:** PNT2022TMID45918

Farmers who fails to protect the crops from the attacks of wild animals.



* Financial affective.
* Power consumption.
* Less availability of workers.
* Unable to take care of crops 24x7.
* Use of traditional or electric fences around the field which is harmful.
* Detecting the animals and birds then scare them using motion detection which is not harmful.
* Etc.

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|  | * Crops are vulnerable to attack and easy to cause damages * Its unable maintain the crops properly. * Even uncertainty weather condition can damage crops. | * Fields are nearby forest areas or hilly regions, where wild animals easily attacks the crops. * Temperature and humidity are not in proper level in all over field, which causes the serious problems | Direct related: Our technology as a solution which follows wildlife laws that doesn’t affects the animals as well as the crops which helps the farmers to yield more crops.  Indirect associated: Farmers can learn about how to utilize modern technology to increase agriculture system. |  |

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|  | **3. TRIGGERS TR**  What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efﬁcient solution in the news.  To break the stereotype that farmers are not able to earn lot compared to other working fields. | **10. YOUR SOLUTION SL**  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.  If you are working on a new business proposition, then keep it blank until you ﬁll in the canvas and come up with a solution that ﬁts within customer limitations, solves a problem and matches customer behaviour.  “IOT based smart crop protection system for agriculture”  An IOT crop protection system helps the farmers in protecting the crop from the animals and birds which destroy the crop. This system also helps farmers to monitor the soil moisture levels in the field and also the temperature and humidity values near the field. The motors and sprinklers in the field can be controlled using the mobile application even when they are not near the fields. | 1. **CHANNELS of BEHAVIOUR CH**    1. **ONLINE**   What kind of actions do customers take online? Extract online channels from #7   * 1. **OFFLINE**   What kind of actions do customers take ofﬂine? Extract ofﬂine channels from #7 and use them for customer development.  Online: Sends notification as a alert messages via mobile phones to the farmers incase of any attacks by the animals.  Offline: Actions may taken by farmers directly while they are present in the field. |  |
| **4. EMOTIONS: BEFORE / AFTER EM**  How do customers feel when they face a problem or a job and afterwards?  i.e. lost, insecure > conﬁdent, in control - use it in your communication strategy & design.  Before: Anxiety, fear of losing their investment and financial crisis.  After: It makes easier to yield more crops than the previous year harvesting. |