project Title :SmartFarmer - IoT Enabled Smart Farming ApplicationProject Design Phase-I **Team ID :PNT2022TMID41919**

ExploreAS,differentiate

1. CUSTOMERSEGMENT(S)

Whoisyourcustomer?

The customer are farmer

6.CUSTOMERLIMITATIONS EG.BUDGET,DEVICES

Whatlimitsyourcustomerstoactwhenproblemoccurs?

The biggest challenges faced by farmers in the agricultural sector are lack of information, high adoption costs, and security concerns, etc.

5.AVAILABLESOLUTIONSPLUSES&MINUSES

Whichsolutionsareavailabletothecustomerwhenhe/sheisfacingtheproblem?Whathaa he/shetriedinthepast?Pluses&minuses?

Conventional farming which relies on chemical intervention is used. Recycling of water can be done.

FocusonPR,tapintoBE,understandRC

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

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

Large consumption of natural resources in the agricultural sector need to be Redused. Proper monitoring of Weather conditions must be maintained

9. PROBLEMROOT/CAUSE RC

What is the real reason that this problem exists?

Poor soil quality results from inadequate fertilization.Because of population growth and rising standard of living, the demand for natural resources increases.

7.BEHAVIOR+ITSINTENSITY BE

What does your customer do to address the problem and get the job done?

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

IdentifystrongTR&EM

3.TRIGGERS TR

Whattriggerscustomertoact?

Labour and energy cost is more expensive.

10.YOURSOLUTION SL

Use of IOT sensors enables to get accurate real time information such as temperature, humidity and soil condition.when and how much to fertilize, irrigate, and spray pesticides.

8. CHANNELSofBEHAVIOR CH

ONLINE

What kind of actions do customers take online?

Farmers seek information about weather conditions, preventive measures for crops through online.

OFFLINE

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

ExtractonlineandofflineCHofBE

4. EMOTIONSBEFORE/AFTER EM

Whichemotionsdopeoplefeelbefore/afterthisproblemissolved?

BEFORE: lack of knowledge in monitoring and Manintenance>Random secisions>Low Yield
AFTER:Proper monitoring and maintenance>preventive

measures> high yield

IdeaHackers.