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

**Explore AS, differentiate**

**Define CS, fit into CL**

**Focus on PR, tap into BE, understand RC**

**Identify strong TR & EM**

**Focus on PR, tap into BE, understand RC**

**Extract online & offline CH of BE**

**Explore AS, differentiate**

### CUSTOMER SEGMENT(S)

**Define CS, fit into CL**

**CS 6. CUSTOMER LIMITATIONS**

EG. BUDGET, DEVICES

**CL 5. AVAILABLE SOLUTIONS PLUSES & MINUSES AS**

*Who is your customer?*

The customer are farmer*What limits your customers to act when problem occurs?*

The biggest challenges faced by farmers in the agricultural sector are lack of information, high adoption costs, and security concerns, etc. *Which solutions are available to the customer when he/she is facing the problem? What had he/she tried in the past? Pluses & minuses?*

**Focus on PR, tap into BE, understand RC**

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

**Focus on PR, tap into BE, understand RC**

* 1. **JOBS-TO-BE-DONE/PROBLEMS**

### PR

1. **PROBLEM ROOT / CAUSE**

**RC**

**7. BEHAVIOR + ITS INTENSITY**

### BE

*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

*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.

*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.

### 3. TRIGGERS

*What triggers customer to act?*

### Labour and energy cost is more expensive. TR

**Identify strong TR & EM**

**10. YOUR SOLUTION**

### 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.

### SL

1. **CHANNELS of BEHAVIOR**

ONLINE

*What kind of actions do customers take online?*

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

**Extract online & offline CH of BE**

OFFLINE

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

### CH

* 1. **EMOTIONS BEFORE / AFTER**

*Which emotions do people feel before/after this problem is solved?*

### EM

BEFORE: lack of knowledge in monitoring and

Manintenance>Random secisions>Low Yield

AFTER:Proper monitoring and maintenance>preventive

measures> high yield

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