

DATE	3 November 2022
PROJECT NAME	Project – Smart farmer-IoT enabled Smart farming application.
TEAM ID	PNT2022TMID19668

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids Our problem statement identifies that farmers are facing difficulties in monitoring soil moisture, temperature, humidity and along with that they couldn't keep track on watering the crops manually.	6. CUSTOMER CONSTRAINTS CC What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices. Our Smart Farmer service is affordable and it is just an application, it works with all modern gadgets.	5. AVAILABLE SOLUTIONS AS Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking The Farmers can monitor all the sensor parameters by using a web or mobile application even if the farmer is not near his field.	Explore AS, differentiate

Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides. The Smart Farmer application must monitor the temperature, soil moisture, humidity along with that it needs to control the motor pumps whether to water the plants or not.	9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations. The issue still exists as a result of these errors. There won't be any information sharing between the sensors and the application without an internet connection. Given that everything in the world is connected, our Smart Farmer also functions when connected to the internet.	7. BEHAVIOUR What does your customer do to address the problem and get the job done? i.e. Directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace) If a farmer needs assistance, they can do so by selecting the help option in the application's settings. The help option will display a brief guide about how to use the application.	Focus on J&P, tap into BE, understand RC

Identify strong TR & EM	3. TRIGGERS TR What triggers customer to act? i.e. seeing their neighbor installing solar panels and reading about a more efficient solution in the news. For instance, if a farmer manually controlling the motor pumps, there is a chance of making the crops very wet due to this the crops may go to waste. To avoid such situations the motor pumps can be controlled easily by an application.	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 behavior. Farmers can monitor all the sensor parameters by using a web or mobile application even if the farmer is not near his field and also they can make the decision whether to water the crop or postpone it by monitoring the sensor parameters and controlling the motor pumps from the mobile application itself.	8. CHANNELS of BEHAVIOUR CH 1.1 ONLINE What kind of action do customers take online? Extract online channels from #7 If the setting is in online mode, customers can submit a report in the assistance section of the setting choice. 1.2 OFFLINE What kind of actions do customer take offline? Extract offline channels from #7 and use them for customer development. If the application/product is offline, farmers can see the previously updated results.	Identify strong TR & EM

Identify strong TR & EM	4. EMOTIONS BEFORE /AFTER EM How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > coefficient, in control-use it in your communication strategy and design Farmers would initially experience anxiety before using the application. Once the farmer started using the application it would be very easy for them.			Identify strong TR & EM