SmartFarmer - IoT Enabled Smart

**Project Title:** Farming Monitoring Application **Project Design Phase-I** - **Solution Fit Team ID:** PNT2022TMID09965

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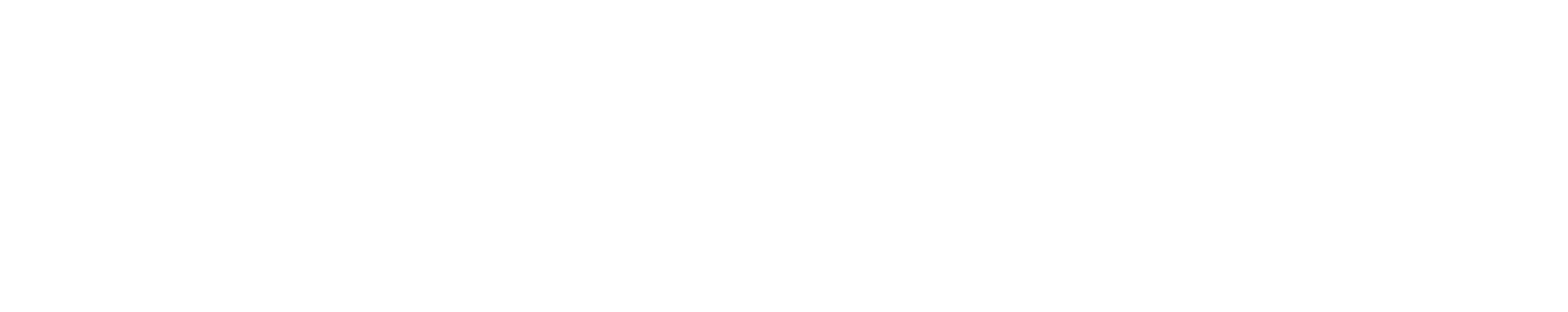
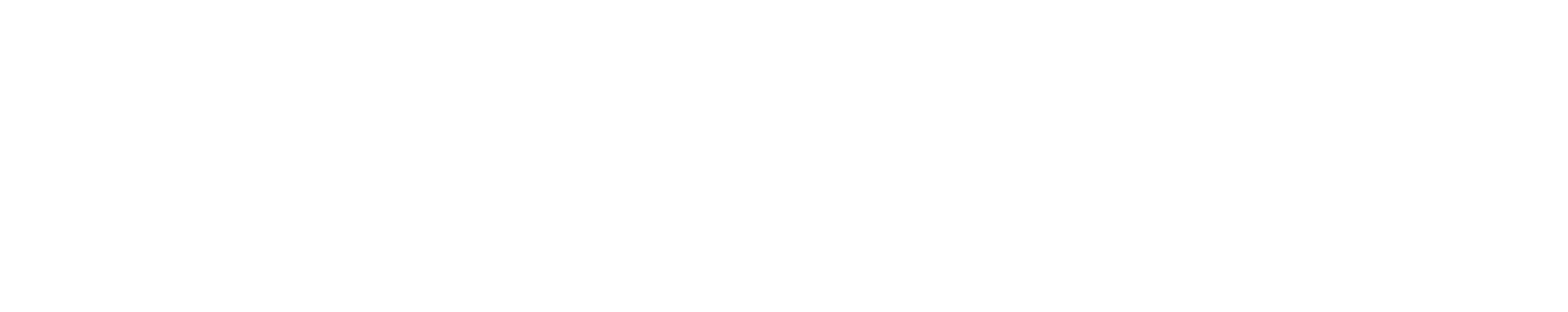
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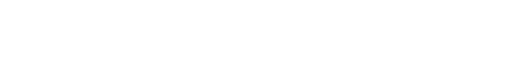


or need to get the job done? What have they tried in the past? What pros

& cons do these solutions have? i.e. pen and paper is an alternative to



**AS**



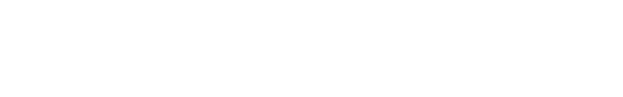
**. AVAILABLE SOLUTIONS**

**5**

Which solutions are available to the customers when they f

ace

the problem



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.



**CC**

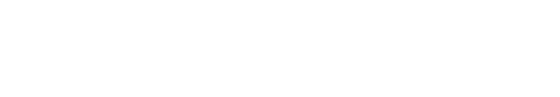


**. CUSTOMER CONSTRAINTS**

**6**



**CS**



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**. CUSTOMER SEGMENT(S**

**1**

Who is your customer?

i.e. working parents of 0

-

y.o. kids

5

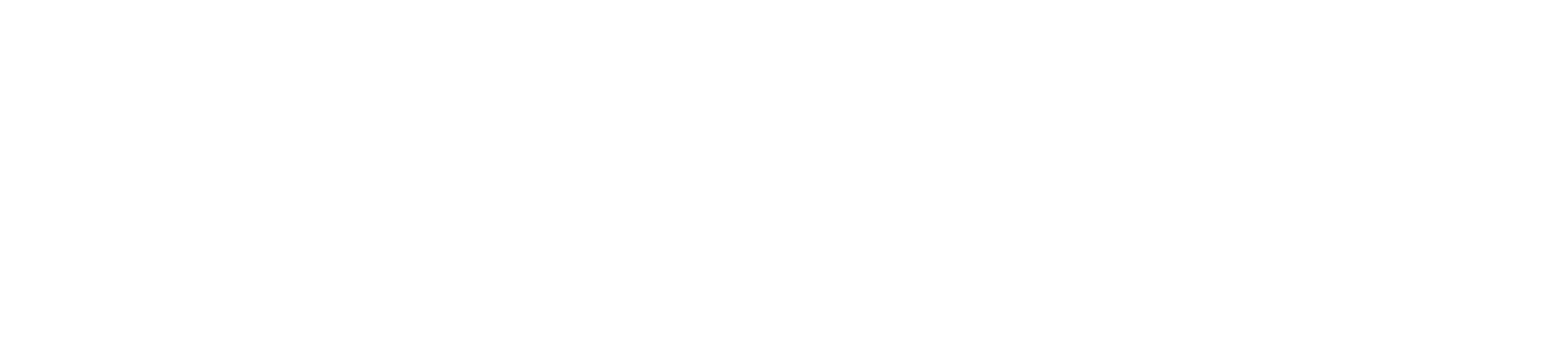
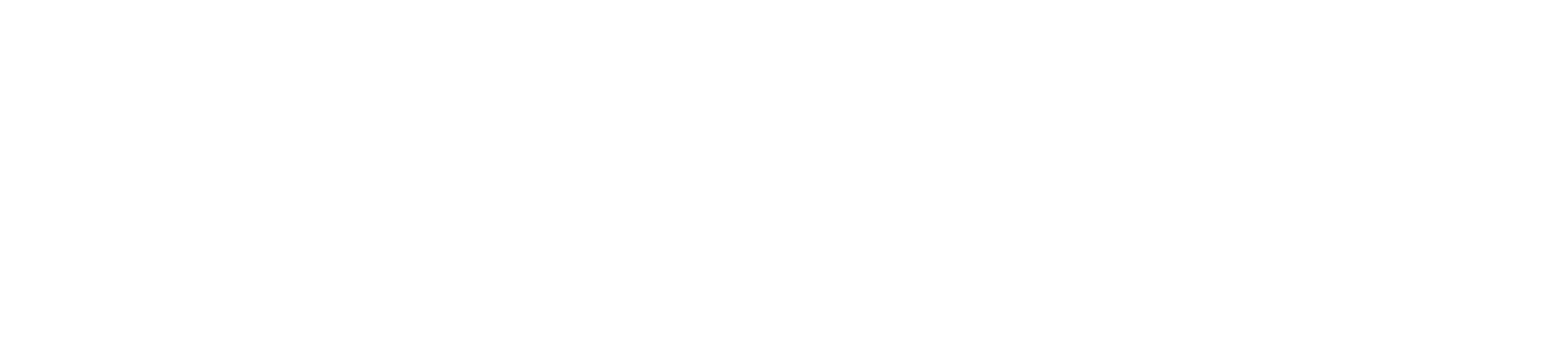


**Explore AS, differentiate**



**Define CS, fit**

**into CC**

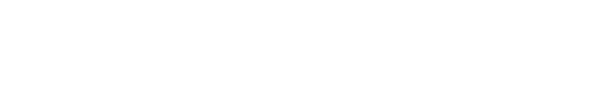


i.e.

directly related: find the right solar panel installer, calculate usage and



**BE**



**7**

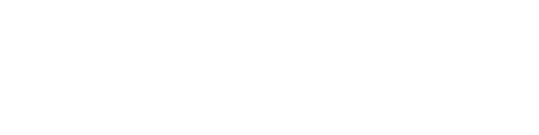
**. BEHAVIOUR**

What does your customer do to address the problem and get t

he job done?



**RC**



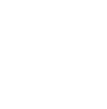
**9**

**. PROBLEM ROOT CAUSE**

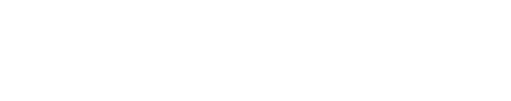
What is the real reason that this problem exists? What

is the back story behind the need to do this job?

i.e. customers have to do it because of the change in regulations.



**J&P**



**2**

**.**

**JOBS**

**-**

**TO**

**-**

**BE**

**-**

**DONE / PROBLEMS**

Which jobs

-

to

-

be

-

done (or problems) do you address for your

customers? There could be more than one; explore different

sides.



**Focus on J&P, tap into BE, understand RC**



**Focus on J&P, tap into BE, understand RC**



**Identify strong TR & EM**

1.

Farmers

2.

Farmer’s Supporters

1.

No easy monitoring system

2.

Availability of devices

3.

Network Connectivity

4.

Comfortability of usage of devices

1.

Weather forecast

2.

Use experience to determine

the factors

3.

Use other people guidance

Our goal is to help farmers by

providing the field parameters

remo

tely. We use sensors to acquire

the parameters and store it in cloud.

The data can be viewed using a App

Drastic climate and unpredictable

weather changes make it difficult for

farmers to engage is agriculture. Field

are difficult to monitor all time, so

times it may affect the production.

Use

some hybrid crops instead of native

ones.

Spending most of the time in field itself

by looking over the crops.

Rely on some information got from third

party source

**E**  **x**  **p**  **l**  **o**  **r**  **e**

**A**  **S**

**F**  **o**  **c**  **u**  **s o**

**n**

**J**  **&**  **P**

**,**  **t**  **a**  **p**  **i n**



|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | | |  | | |  | | |  |
| **3. TRIGGERS** | **TR** |  | **10. YOUR SOLUTION** | **SL** |  | **8. CHANNELS of BEHAVIOUR** | **CH** |  |
| What triggers customers to act? i.e. seeing their neighbour installing solar | |  | If you are working on an existing business, write down your current solution first, fill in | |  | **8.1 ONLINE** | | |
| panels, reading about a more efficient solution in the news.  Worry about their own profit  Feels hopeless when they are not able to adopt to new technology | |  | 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.      Our solution will help farmers by providing the field parameters remotely in an App. Are used to acquire the parameters and data are stored in cloud remotely. Thus, making it available globally. The data can be used for some predictions also by ML. | |  | What kind of actions do customers take online? Extract online channels from #7    **8.2 OFFLINE**  What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.  Online:  Give required details like place, crop details, login credentials for authentication.  Offline:  Check sensor condition if possible. Make available proper network and required devices. | | |
|  | |  |
| **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.    Profit Insecurity  Lack of confidence in next investment Less confident about their overall production level | |  |