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| 1. CUSTOMER SEGMENT(S) | 2. JOBS-TO-BE-DONE / PROBLEMS | 3. TRIGGERS |
| **We divide our customers into segments up based on land holding,**   * **Micro farmers** * **small or marginal farmers** * **emerging and large farmers** * **commercial farmers** | * **Insufficient Water Supply** * **Irrigation** * **Soil erosion** * climate change * Satisfy consumers * Poor Storage Facilities | * Agricultural policy, standards, laws * Prices * Market demands * opportunities * Technological progress * Environment |

**Project Design Phase-I - Solution Fit**

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| 4. EMOTIONS: BEFORE / AFTER | 5. AVAILABLE SOLUTIONS | 6. CUSTOMER CONSTRAINTS |
| * *Farmers face myriad barriers to mental health services* * *Financial pressures* * Excessive workloads * Health, pain, or mobility issues | * Adopt and learn new technologies * Invest in farm productivity * Better Water Management * mobile technology | * Lack of proper irrigation facilities * production machinery * access to institutional credit * difficulties procuring inputs and storing products * negative impacts of climate |

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| **Project Title** | **:** | **SmartFarmer - IoT Enabled Smart Farming Application** |

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| 7. BEHAVIOUR | 8.CHANNELS of BEHAVIOUR | 9. YOUR SOLUTION |
| * Find the correct technology to improve farming * The hardware * Sensors, Arduino * Mobile applications * Data collection frequency | 8.1 ONLINE   * software for specialized applications and for enabling IoT-based automation | * We design arduino   With sensor embedded system based on IOT .  Tthis technology is end to end method,save time and more efficient method in now days. |
| 8.2 OFFLINE   * Farmers make their works perfectly with in the given time |