

1. CUSTOMER SEGMENT(S)

Who is your customer?
i.e. working parents of 0-5 y.o. kids

CS

The customer for this product is a farmer who grows crops. Our goal is to help them, monitor field parameters remotely. This product saves agriculture from extinction.

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.

Using a large number of sensors is difficult. An unlimited or continuous internet connection is required for success.

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

The irrigation process is automated using IoT. Meteorological data and field parameters were collected and processed to automate the irrigation process. Disadvantages are efficiency only over short distances, and difficult data storage.

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 purpose of this product is to use sensors to acquire various field parameters and process them using a central processing system. The cloud is used to store and transmit data using IoT. The Weather API is used to help farmers make decisions. Farmers can make decisions through mobile applications.

9. PROBLEM ROOT CAUSE**RC**

What is the real reason that this problem exists? What is the back story behind the need to do this job?

Frequent changes and unpredictable weather and climate made it difficult for farmers to engage in agriculture. These factors play an important role in deciding whether to water your plants. Fields are difficult to monitor when the farmer is not at the field, leading to crop damage.

7. BEHAVIOUR**BE**

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)

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