

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Our Customers are Farmers and Common Peoples	6. CUSTOMER CONSTRAINTS CC The Indian agriculture notwithstanding its importance, suffers from various constraints such as traditional methods of cultivation, heavy dependence on monsoon, fragmentation of land holdings, low productivity and low investment	5. AVAILABLE SOLUTIONS AS Smart Farming systems uses modern technology to increase the quantity and quality of agricultural products. Livestock tracking and Geo fencing. Smart logistics and warehousing. Smart pest management. and Smart Greenhouses	Explore AS, differentiate
------------------------	---	--	--	---------------------------

Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> Common Problems faced by our farmers and peoples low yield to Death of plants due to diseases Increase fertility of the soil but it leads to destruction of the crop as well as reduces the efficiency of the field increasing the soil vulnerability toward pest. 	9. PROBLEM ROOT CAUSE RC Major problems the farmers facing is the soil erosion, climatic changes, and biodiversity loss. Expectations of the customers get ruined. Demand for the quality food. Investment in farming i.e. productivity.	7. BEHAVIOUR BE The combination of smart irrigation and control being linked to local sensors, as well as sensing for pH and other environmental conditions, including insolation and local temperature, can stave off many issues that traditionally had been accounted for by "walking the field. Remote monitoring through smart farming systems enables production yields to increase because farmers have more time	Focus on J&P, tap into BE, understand RC
--	--	---	---	--

<div><div>3. TRIGGERS</div><div>TR</div><div>Farmers know the condition of the cropsin advance and correct it with the help of technology to get good yield</div></div>	<div><div>10. YOUR SOLUTION</div><div>SL</div><div>We propose a crop monitoring app that uses the latest technology</div></div>	<div><div>8.CHANNELS of BEHAVIOUR</div><div>CH</div><div>8.1 ONLINE People shares post and awareness regarding the Smart farming</div><div>8.2 OFFLINE Through training and Awareness programs farmers knows how to monitor crops remotely</div></div>
<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div><div>At present people are very dissatisfied due to low yield. But After using our crop tracking app, they are satisfied.</div></div>		