

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Farmers and land owners	6. CUSTOMER CONSTRAINTS Usage of large number of sensors and unlimited internet connection	5. AVAILABLE SOLUTIONS Traditional farming methods were time consuming and expensive. And also the predictions of human were not accurate and will be difficult to detect outbreaks at an early stage. The motive of smart farming is to increase the quality and quantity of agricultural goods and reducing the cost and energy usage. IoT is responsible for modernizing the agricultural field by using proficient methods to manage crops, soil and animals.
	CS	CC	AS
	Explore AS, differentiate		

Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS Agriculture is done manually from ages. As the world is trending into new technologies and implementations it is a necessary to trend up with agriculture also. Migration of people from rural to urban is a hindrance in agriculture. So to overcome this problem we have proposed an IOT and smart agriculture system.	9. PROBLEM ROOT CAUSE 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 Use a proper drainage system to overcome the effects of excess water from heavy rain. Use of hybrid plants that are resistant to pests
	J&P	RC	BE
	Focus on J&P, tap into BE, understand RC		

<p>3. TRIGGERS TR</p> <p>Farmers who are away from their land face difficulties. Farmers have a hard time predicting the weather. Random decisions result in low yield. so we collect accurate data and make correct decisions.</p>	<p>10. YOUR SOLUTION SL</p> <p>First, we collect data from various types of sensors and send the values to the main server. Then it collects humidity data, temperature data, soil moisture data and on/off condition of motor switch from the various sensors. Finally the farmer can do smart agriculture through a mobile app using the above data.</p>	<p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE</p> <p>Checking the humidity, temperature, soil moisture and motor switch</p> <p>8.2 OFFLINE</p> <p>Conducting Awareness camps.</p>
<p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>BEFORE: Lack of knowledge in weather forecasting → Random decisions → low yield. AFTER: Data from reliable source → correct decision → high yield</p>		