

Define CS, fit into CC	<p>1. CUSTOMER SEGMENT(S) CS</p> <ul style="list-style-type: none"> Farmers who trying to protect crops from various problems 	<p>6. CUSTOMER CONSTRAINTS CC</p> <ul style="list-style-type: none"> High adoption costs, more power and security concerns. Lack of man power. Limited supervision. 	<p>5. AVAILABLE SOLUTIONS AS</p> <ul style="list-style-type: none"> Automation in irrigation Monitor different parameters by mobile or web application which helps to earn the crop yield. 	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <ul style="list-style-type: none"> Crops are not irrigated properly. Improper maintenance of crops. To increase the commodity, import, export and make profit for farmers. 	<p>9. PROBLEM ROOT CAUSE RC</p> <ul style="list-style-type: none"> The main cause of the problem is crops in farms are many times ravaged by local animals like cow, goat, bird etc., Due to insufficient labour forces. 	<p>7. BEHAVIOUR BE</p> <ul style="list-style-type: none"> Consumes more time in crop land. Searching for an alternative Solution for an existing solution. 	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<p>3. TRIGGERS TR</p> <ul style="list-style-type: none"> By seeing surrounding crop land with installing machines. Hearing about innovative technologies and effective solutions. 	<p>10. YOUR SOLUTION SL</p> <ul style="list-style-type: none"> IOT based fertilizing methods are followed, to minimize the negative effects on growth of crops while using fertilizer 	<p>8.CHANNELS of BEHAVIOUR CH</p> <p>ONLINE: The data send through application to the farmers to know about the farms.</p> <p>OFFLINE: The control action is taken by the farmers to monitor the farms.</p>	

	<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div><ul style="list-style-type: none">Mental frustrations due to insufficient production of crops.Felt smart enough to follow the available technologies with minimum cost.</div>	<div><ul style="list-style-type: none">Image processing techniques with IOT is followed for crop protection against animal attacks.</div>		
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