

PROJECT DESIGN PHASE I

PROBLEM SOLUTION FIT

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS *.Farmers who falls to protect the crops from various problems.	6. CUSTOMER CONSTRAINTS CC *.High adoption costs,security concerns. *.Lack of power. *.Limited supervision and financial constraints.	5. AVAILABLE SOLUTIONS AS *.Detecting animals and birds to scare then using the detectors. *.Mobile applications to monitor the farms. *.Alarm systems when the field is in any problem.	Explore AS, differentiate	
	2. JOBS-TO-BE-DONE / PROBLEMS J&P *.Lack of knowledge among farmers. *.Farmers would not be able to see the crops all the time. *.weather condition leads to damage of crops.	9. PROBLEM ROOT CAUSE RC *.Damage of crops are mainly due to the wild animals and birds. *.Another problem is due to the weather condition.	7. BEHAVIOUR BE *.Directly related:Need a laws which does not affect the crops like wildlife laws. *.Indirect associates:Solutions need to be find by the farmers using various resources.		Focus on J&P, tap into BE, understand RC
	3. TRIGGERS TR *.Oppertunities need to be created for the growth of farmers. *.Create innovative technology.	10. YOUR SOLUTION SL An iot based smart crp protection system for agriculture helps the farmers to protect the crops from the wild animals and birds and from the pests,diseases, etc...Thus the farmers can yield more profit and increase the protectivity.	8. CHANNELS of BEHAVIOUR CH *.Online:The data send to the farmers by application to know the farms. *.Offline:The immediate action to be taken when the problems acquire.		
4. EMOTIONS: BEFORE / AFTER EM *.Before:Losing their investment and yields. *.After:Yielding of crops and feels satisfied.					