Project Title: SMART FARMING BASED ON IoT   Project Design Phase-I - Solution Fit Template   Team ID : PNT2022TMID43969

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`
Who is your customer?
i.e. working parents of 0-5 y.o. kids

Farmers and peoples who are new to agriculture fields are our customers.

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.

◆ **Availability of device**
◆ **knowledge about the application**

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 is an alternative to digital notetaking

Drip irrigation is a common disadvantage, when the water is not filtered properly clogs will occur. To avoid this we can use solar empowered smart irrigation system.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

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.

To make farming easier, efficient and adaptive to future technologies

◆ **Monitoring farms climatic conditions using sensor**
◆ **To monitor the farmlands in absence of farmers**

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?
i.e. customers have to do it because of the change in regulations.

When there is no knowledge about the soil problem arises on what to be sowed, climatic conditions also plays a major role.

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)

The customers will reach us when they dont have idea on how to analyse the soil.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS `TR`
What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

To get accuracy on what to be done using sensors

4. EMOTIONS: BEFORE / AFTER `EM`
How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

They will feel much happier for their accurate outputs

10. YOUR SOLUTION `SL`
If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

There will be less weed growth, maximum use of water efficiently, control of soil erosion and maximum crop yield.

8. CHANNELS of BEHAVIOUR `CH`
8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

**1.In online mode we will do digital marketing using advertisements.
2.We will reach the customer directly ask about their problems and provide effective solutions.**

Identify strong TR & EM