Project Design Phase-I
Solution Fit

Date	29 September 2022
Team ID	PNT2022TMID46404
Project Name	Smart Farmer - IOT Enabled Smart Farming Application

Define CS, fit into CC

Focus on J&P, tap into BE, understand

1. CUSTOMER SEGMENT(S) — CS
Farmer is our customer, who have ability to invest in good agricultural practices.

6. CUSTOMER CONSTRAINTS — CC
- ❖ Limited internet connectivity.
- ❖ Limited budget.
- ❖ Less availability of devices/tools.

5. AVAILABLE SOLUTIONS — AS
- ❖ Advanced irrigation.
- ❖ Remote crop monitoring.
- ❖ Monitoring all sensors through mobile application.

Explore AS, differentiate

2. JOBS-TO-BE-DONE / PROBLEMS — J&P
Smart farming helps in monitoring crops remotely and to take control of motor pumps and other sensor-based device through mobile application.

9. PROBLEM ROOT CAUSE — RC
- ❖ Lack of exposure to modern technology.
- ❖ Lack of guidance/counselling.
- ❖ Poor connectivity.
- ❖ Lack of awareness.
- ❖ Lack of affordability.

7. BEHAVIOUR — BE
- ❖ Usage of Proper drainage system to overcome the effects of heavy rain.
- ❖ It was further found that technology readiness place a significant roll in the adaption of smart product.
- ❖ They must have to check the messages.

Focus on J&P, tap into BE, understand

3. TRIGGERS TR

Explaining about the usage and need of this product in the government agricultural training centers.

4. EMOTIONS: BEFORE / AFTER EM

- ❖ Before, Affrighted about weather >   After, They are in 24/7 monitoring remotely and they also get alarmed frequently.
- ❖ Before, they felt lost and insecure about their production >   After, they are confident and in control of their farmlands.

10. YOUR SOLUTION SL

  By providing an integrated IoT platform in agriculture allows the farmer to remotely monitor the farm conditions and help the farmer to regulate irrigation pump with the help of a mobile application. Also provide advise to the farmer regarding ideal crop variety that can be cultivated to maximize the yield based on soil ,water levels and climatic conditions.

8. CHANNELS of BEHAVIOUR CH

8.1 ONLINE

Smart farming application will notify the farmer regarding the climatic changes and soil moisture.

8.2 OFFLINE

 By visiting the field the farmer tends to know the condition of the crop.