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

# 1. CUSTOMER SEGMENT(S)



Customers who would benefit as a result of this project are:-

- Large scale farmers
- Small scale farmers

Define CS, fit into CC

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

- Domestic gardeners
- Agriculture researchers and experts
- Agriculture product vendors

# 6. CUSTOMER **CONSTRAINTS**



- Problems in field parameter monitoring
- Climatic unpredictability
- Manpower constraints
- Lack of availability and lack of sales for specific agro products
- Lack of optimization of resources like water, power

### **5. AVAILABLE SOLUTIONS**



- Weather prediction apps
- Heavy costly machinery for monitoring

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- Complex software applications for farm analysis
- Agricultural experts who give appropriate suggestions

# J&P

# 2. JOBS-TO-BE-DONE / **PROBLEMS**

- Automation of monitoring and maintaining fields
- Adequate monitoring of environmental and field parameters
- Optimum use of agricultural resources

#### 9. PROBLEM ROOT CAUSE



- Lack of availability of affordable field monitoring products
- Rapid climate change due to global warming
- Lack of awareness of farmers relating to modern crop monitoring methods and technologies
- Increase in cost of living and manpower cost

#### 7. BEHAVIOUR



- Customer tries to efficiently use manpower
- Customer tries to contact software professionals for solution
- Customer tries to contact agricultural experts for suggestions
- Customer tries to approach other farmers who have succeeded for their advice

# 3. TRIGGERS



- Agriculture experts who provide suggestions
- Websites and journals that provide agricultural tips
- Other farmers who have better yields implementing modern farming methods
- Friends and family members who suggested it to him

# 4. EMOTIONS: BEFORE / AFTER



# BEFORE:-

- Afraid as to what would happen in the future
- Insecure about the outcome
- Angry of his inability to increase yield

#### AFTER:-

- Confident about the yield increase
- Secure about the outcome of his attempt
- Happy that finally he could farm better than before

#### **10. YOUR SOLUTION**



- Monitoring of weather using weather API
- Monitoring of field parameters by sensors
- Optimum use of motor for watering plants from parameters monitored
- Effective communication of information to users using web application, phone app and urgent alert messages

#### 8. CHANNELS of BEHAVIOUR



Identify Strong TR Identify strong TR &EM

#### 8.1 ONLINE

- Suggestions asked on online agricultural forums
- Contact agro based software professionals in online websites
- Find affordable online products and solutions for their agricultural problems

#### 8.2 **OFFLINE**

- Reduction of unwanted manpower
- Continuous analysis of farming land by the customer himself
- Meeting other farmers for their suggestions
- Reading journals and agricultural newspaper bits to gather information to solve problem
- Contact agro based professionals through landline or in person