

1. CUSTOMER SEGMENT(S)

CS

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

- Large scale farmers
- Small scale farmers
- Domestic gardeners
- Agriculture researchers and experts
- Agriculture product vendors

6. CUSTOMER CONSTRAINTS

CC

- 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

AS

- Weather prediction apps
- Heavy costly machinery for monitoring
- Complex software applications for farm analysis
- Agricultural experts who give appropriate suggestions

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

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

9. PROBLEM ROOT CAUSE

RC

- 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

BE

- 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

<div>Identify Strong TR Identify strong TR & EM</div> <div> 3. TRIGGERS <div> <div>TR</div> <ul style="list-style-type: none"> 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 </div> </div>	<div>10. YOUR SOLUTION</div> <div> <div>SL</div> <ul style="list-style-type: none"> Monitoring of weather using weather APIs 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 </div>
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