**Project Title: IoT Enabled Smart Farming Application Project Design Phase-I** - **Solution Fit Template** **Team ID: PNT2022TMID28767**

or need to get the job done? What have they tried in the past? What pros & cons do these solutions have?

i.e., they have to be provided by good internet facility, power supply and organic fertilizers

**AS**

**5. AVAILABLE SOLUTIONS**

Which solutions are available to the customers when they face the problem

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.

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

Who is your customer?

i.e., A paddy cultivator who is cultivating his form more than 10 years.

**Explore AS, differentiate**

**Define CS, fit into CC**

i.e., directly related: ﬁnd the right solar panel installer and internet connectivity. calculate usage and beneﬁts; indirectly associated: farmers spend free time on volunteering work (i.e. Greenpeace)

**BE**

**7. BEHAVIOUR**

What does your customer do to address the problem and get the job done?

**RC**

**9. PROBLEM ROOT CAUSE**

What is the real reason that this problem exists? What is the back story behind the need to do this job?

The reason of problem to occur is lack of confidence in one another, lack of unite work.

i.e., farmers have to take actions according to the rules

and regulations

**J&P**

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

Which jobs-to-be-done (or problems) do you address for your customers?

There could be more than one; explore different sides.

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

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

**Identify strong TR & EM**

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| --- | --- | --- | --- | --- |
| **Identify strong TR & EM** | **3. TRIGGERS TR**  What triggers customers to act?  i.e. seeing their neighbours cultivating their fields using IoT methods, reading about a more efﬁcient solution in the news. | **10. YOUR SOLUTION SL**   Increase Availability of and Access to Diverse, Nutritious Foods • Invest in nutritious food value chains Improve the availability of nutri- tious foods year-round through storage • Make nutritious foods safe and affordable • Promote good agricultural practices that protect the environment. | 1. **CHANNELS of BEHAVIOUR CH**     1. **ONLINE**   What kind of actions do customers take online?   It is observed that majority of the farmers (69.44%) exhibited medium communication behaviour.   * 1. **OFFLINE**   What kind of actions do customers take ofﬂine? Extract ofﬂine channels from #7 and use them for customer development. |  |
| **4. EMOTIONS: BEFORE / AFTER EM**  How do customers feel when they face a problem or a job and afterwards?  i.e., They felt dissatisfied and will try hard furtherly to achieve good results. |