**Project Title:** Smart Farmer – IoT Enabled **Project Design Phase- I** - **Solution Fit Team ID: PNT2022TMID24924**

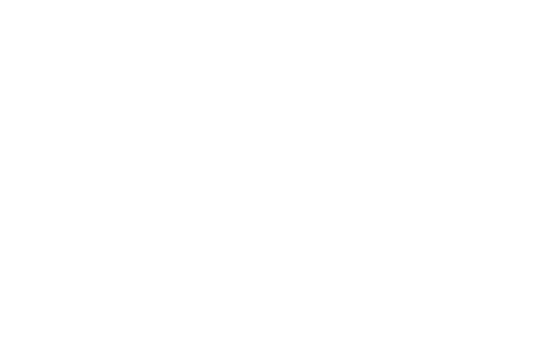
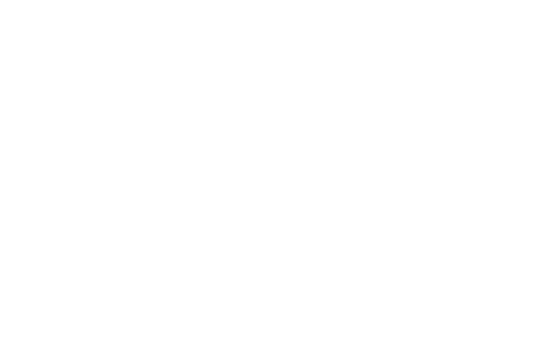
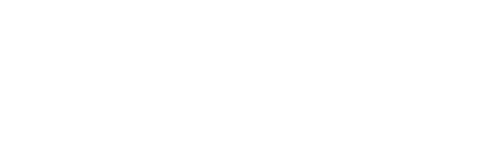
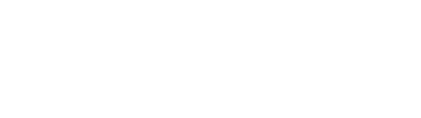
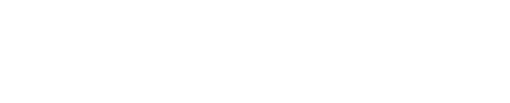
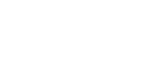
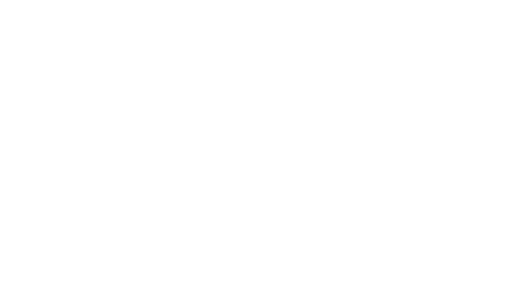
Smart Farming Application

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Define**    **CS, fit**    **into CC** | **1.** Customer Segment(S)  **CS**  Who is your customer?  i.e. working parents of 0-5 y.o. kids        The customer for this product is a farmer  who grows crops. Our goal is to help them,  monitor field parameters remotely. This  product saves agriculture from extinction. | **6**  **.**    Customer    Constrains    **CC**    What  constraints    prevent    your    customers    from    taking    action  o  r    limit  their    choices    of solutions?      i.e. spending  power  , budget, no cash,  network    connection  , available  devices          Using  many    sensors is difficult. An unlimited  or  continuous  internet  connection  is  required for success. | 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      The irrigation process is automated using IoT. Meteorological data and field parameters were collected and processed to automate the irrigation process. Disadvantages are efficiency only over short distances, and difficult data storage. | **Explore**    **AS,**    **differentiate** |
|  | |

# **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.

The purpose of this product is to use sensors to acquire various field parameters and process them using a central processing system. The cloud is used to store and transmit data using IoT. The Weather API is used to help farmers make decisions. Farmers can make decisions through mobile applications.



**Focus**

**on J&P, tap**

**into BE,**

**understand**

**RC**

**Focus**

**on J&P, tap**

**into BE,**

**understand RC**

# **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?

Frequent changes and unpredictable weather and climate made it difficult for farmers to engage in agriculture. These factors play an important role in deciding whether to water your plants. Fields are difficult to monitor when the farmer is not at the field, leading to crop damage.

# **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)

Use a proper drainage system to overcome the effects of excess water from heavy rain. Use of hybrid plants that are resistant to pests.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **3.** TRIGGERS **TR**  What triggers customers to act? i.e., seeing their neighbor installing  solar panels, reading about a more efficient solution in the news. | | 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 customerbehavior.  limitations, solves a problem and matches customer   |  | | --- | | Our product collects data from various types of sensors and sends the values to our main server. It also collects weather data from the Weather API. The final decision to irrigate the crop is made by the farmer using a mobile application. | | 8.CHANNELS OF BEHAVIOUR **CH**    8.1What kind of actions do customers take online? Extract online channels from #7 ONLINE  8.2 OFFLINE  What kind of actions do customers take offline? Extract offline channels from #7 and  use them for customer development.     |  | | --- | | ONLINE: Providing online assistance to the farmer, in providing knowledge regarding the pH and moisture level of the soil. Online assistance to be provided to the user in using the product.    OFFLINE: Awareness camps to be organized to teach the importance and advantages of the automation and IoT in the development of agriculture. | |  |
| Farmers struggle to provide adequate irrigation. Inadequate water supply reduces yields and affects farmers' profit levels. Farmers have a hard time predicting the weather. |  |
| **4.** EMOTION’S: BEFORE / AFTER **EM**  How do afterwardscustomers? feel when they face a problem of a job and  i.e. lost, insecure > confident, in control - use it in your communication strategy & design.   |  | | --- | | BEFORE: Lack of knowledge in weather forecasting → Random decisions → low yield.    AFTER: Data from reliable source → correct decision → high yield. | | |