PROJECT DESIGN PHASE-I

PROBLEM SOLUTION FIT

Date	17/10/2022
Team ID	PNT2022TMID25756
Project Name	Smart Farmer - IOT Enabled Smart Farming Application

Explore AS, differentiate

1. CUSTOMER SEGMENT(S) — CS
Define CS, fit into CL

Large land owners and farmers are the target customers

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES — CL

Deployment of huge number of sensors is difficult .It requires a unlimited or continuous internet connection to be successful

5. AVAILABLE SOLUTIONS PLUSES & MINUSES — AS

Monitor different parameters and mobile or web application make easily to farm the crop field.

2. PROBLEMS / PAINS + ITS — PR
Focus on PR, tap into BE, understand RC

This application focuses on water level monitoring use of less hazardous pest soil ph level monitoring

9. PROBLEM ROOT / CAUSE — RC

1)If temperature, PH level, humidity & light intensity makes the serious cause for the environment.

2)Farmer affected by less productivity which will affect in their profit and production of source.

7. BEHAVIOR + ITS INTENSITY — BE
Focus on PR, tap into BE, understand RC

Directly: The tools make the farmers comfortable to monitor the water and soil ph level , pest level and weather.

Indirectly: online results may be accessed instantly by farmers, who can also except good growth of crops.

3. TRIGGERS TO ACT — TR
Identify strong TR & EM

Farmers facing issues in production of crops because of change in climate, temperature humidity farmers are struggle to predict the

10. YOUR SOLUTION — SL

By making Farming more connected and intelligent ,precision agriculture helps reduce over all costs and improve the quality of product

8. CHANNELS of BEHAVIOR — CH
Extract online & offline CH of BE

ONLINE: Basic understanding of pests quality ,soil quality through the application

OFFLINE: People attempt to diagnose diseases based on the condition of the levels

4. EMOTIONS BEFORE / AFTER — EM

BEFORE: Lack of knowledge in weather and water ph level monitoring

AFTER: data from reliable source