### 1. Customer Segment(S)

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.

Who is your customer? i.e. working patents of 0-5



J&P

6. Customer

What constraints prevent your customers from taking action on limittheir choices of solutions? i.e. spending power, budget, no cash,

Using a large number of sensors is difficult. An unlimited on continuous internet connection is required for success.



#### 5. AVAILABLE SOLUTIONS

Which solutions are available to the custome's when they face the pioblem

on need to get the job done? What have they tied in the past? What pios & cons do these solutions have? i.e. pen and paper

the litigation process is automated using IoT. Meteorological data and field parameters were collected and processed to automate the litigation process. Disadvantages are efficiencyonly over short distances, and difficult data storage.

# 2. JOBS-TO

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

Which jobs-to-be-done (on problems) do you address for your customers? they 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 transmitdata using IoT. The Weather API is used to help farmers make

decisions. Farmers can make decisions through mobile applications.

## 9. PROBLEM ROO'T CAUSE

What is the real reason that this problem exists? What is the back story

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

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

i.e. directly related: find the eight solar panel installer, calculate usage and benefits; indirectly associated: customers spend freetime 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.

Explore AS, differentiate

#### 3. 1°RIGGERS



What triggers custOmers tO act? i.e., seeing their neighbOr installing sOlar panels, reading abOut a mOre efficient sOlution in the news.

Faímeis stiuggle to piovide adequate iiiigation. Inadequate watei supply ieduces yields and affects faímeis' piofit levels. Faímeis have a haid time piedicting theweathei.

#### 4. EMOLIONS: BEÏORE / AÏLER



How do customeis feel when they face a pioblem of a job and afteiwaids? 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.

AFl'ER: Data fiom ieliable souice → coiiect decision →high yield

#### 10. YOUR SOLUTION



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 customer limitations, solves a problem and matches customer behaviour.

Ouí píoduct collects data fíom vaíious types of sensois and sendsthe values to ouí main seíveí. It also collects weatheí data fíom the Weatheí API. 1 he final decision to iíiígate the cíop is made by the faímeíusing a mobile application.

#### 8. CHANNELS of BEHAVIOUR



#### 8.1 ONLINE

What kind of actions do customeis take online? Extiact online channels from 7

#### 2 OÜLINE

What kind Of actions dO custOmers take offline? Extract Offline channels from #7 and use them for custOmer develOpment.

ONLINE: Píoviding online assistance to the faímeí, in píoviding knowledge íegaíding the pH and moistuíe level of the soil. Online assistance to be píovided to the useí in using the píoduct

OFFLINE: Awaieness camps to be oiganized to teach the impoitance and advantages of the automation and Io 1° in the development of agiicultuie.