Date	01 October 2022
Team ID	PNT2022TMID47454
Project Name	Smart Farmer IoT Enabled Smart Farming Application
Maximum Mark	4 Marks

Define CS, fit into CL

1. CUSTOMER SEGMENT(S) CS

Farmers can monitor all the sensor parameters by using a web or mobile application even if the farmer is not near his field.

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES CL

Lack of knowledge about monitoring the crop field on their web or mobile.

5. AVAILABLE SOLUTIONS PLUSES & MINUSES AS

- To monitor different parameter such as soil Moisture, Temperature and humidity.
- Using Web or mobile application farmers easily monitor the crop field.

Explore AS, differentiate

Focus on PR, tap into BE, understand RC

2. PROBLEMS / PAINS + ITS FREQUENCY PR

- If the farmer is far from the crop field, it is difficult for farmer to monitor and control.
- Farmers cannot know if the application does not work properly.

9. PROBLEM ROOT / CAUSE RC

- If Temperature, PH level, humidity and light intensity makes the serious cause for the environment.
- Farmers affected by less productivity which will affect them in their profit.

7. BEHAVIOR + ITS INTENSITY BE

Farmer may use traditional method to yield in the field in smaller percentage.

Farmers used to complaint about climate Change, Soil erosion and Bio-diversity loss.

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS TO ACT TR

Farming can help reduce poverty, raise incomes and improve food security for 80% of the world's poor, who live in rural areas.

4. EMOTIONS BEFORE / AFTER EM

Before: Farmers are affected by less productivity due to decrease in Temperature, PH level, humidity and light intensity.
After: It will make easier to farmer to make more yield in the field.

10. YOUR SOLUTION SL

The "Smart Farmer IoT Enabled Smart Farming Application" that records all the parameters and send through the web or mobile application.

The instant alert message is also sent to the farmers that will make more profit and less work.

8. CHANNELS of BEHAVIOR CH

ONLINE:
The data is sent through application for the farmer to know about the crop field.

OFFLINE:
The control action is taken by the farmers to monitor the crop field.

Extract online & offline CH of BE