Define CS, fit into CC

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

Identify strong TR & EM

1. CUSTOMER SEGMENT(S)

Farmers who are responsible for all crops and livestock that are needed for us to survive

6. CUSTOMER CONSTRAINTS

It requires an unlimited or continuous internet connection to be successful. This means that in rural communities, especially in the developing countries where we have mass crop production, it is completely impossible to operate this farming method.

5. AVAILABLE SOLUTIONS

In farming a person to stay in the field all time which is quite impossible and not able to manage multiple fields at the same time.
These drawbacks can be overcome by the proposed solution.

Explore AS, differentiate

2. JOBS-TO-BE-DONE/ PROBLEMS

Save valuable time and increasing the yield

9. PROBLEM ROOT CAUSE

Increasing control over production leads to better cost management and waste reduction. The ability to trace anomalies in crop growth or livestock health, for instance, helps eliminate the risk of losing yields. Additionally, automation boosts efficiency.

7. BEHAVIOUR

small and medium size land holdings followed by lack of education and lack of support system.

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3. TRIGGERS

It does not focus on precise measurements.
Instead, smart farming focuses on capturing data and interpreting them using computing technologies to make farm operations more predictable and efficient.

4. EMOTIONS: BEFORE/ AFTER
Initially the farmers will find it hard to use the application But once they become comfortable with the app environment, they find this app very useful to monitor the crops and easy to use.

10. YOUR SOLUTION

The solution we are proposing is that monitoring different parameters of the field like soil moisture, temperature and humidity using some sensors. These information will be sent be sent to the mobile app. Farmers can monitor all the sensor parameters by using a web or mobile application even if the farmer is not near his field.

8. CHANNELS of BEHAVIOUR

Farmers might have enough knowledge about the technology then they can monitor the crops over the online.

If they need to supervise the work directly, then they can go to the field and can compare the accuracy

Extract online & offline CH of BE