

## CUSTOMER SEGMENT

Farmers and Green house management

## CUSTOMER CONSTRAINTS

- It is impossible to regularly irrigate a field.
- Agriculturalist was unaware of soil nutrients and soil moisture
- Insect and disease attacks have not been previously reported

## AVAILABLE SOLUTION

- Numerous smartphone applications are available to track crop wealth.
- GSM-based method for water irrigation

## JOBS-TO-BE-DONE / PROBLEMS

- Monitoring the pH level and soil fertility
- moisture in the soil is to be maintained
- keeping an eye on the weather

## PROBLEM ROOT CAUSE

Wastage of water, Affection of disease to plants, Unknown level of feeding fertilization its leads to dramatic loss for both agricultural field and farmer

## BEHAVIOUR

Focus their major concentrate on crop yields. Avoid unwanted loss such as water, fertilizers, Time

## TRIGGERS

Crop production falls due to unavoidable situations

**BEFORE:** Insecure, Wastage, Physical Monitoring

**AFTER:** Secure, Savings, Report acknowledgement

## YOUR SOLUTION

Using NKP sensor the nutrients of soil can be monitor periodically. pest detection sensor periodically watch over the plants to find insect. if any one is diseased it will be notified to farmers immediately . Soil moisture sensor used to water irrigate the crops whenever needed.

## CHANNELS of BEHAVIOUR

ONLINE :

Information will be conveyed rapidly to avoid further loss

OFFLINE :

Acknowledgement is difficult but flow of process goes on