Project Design Phase-I - Solution Fit Template
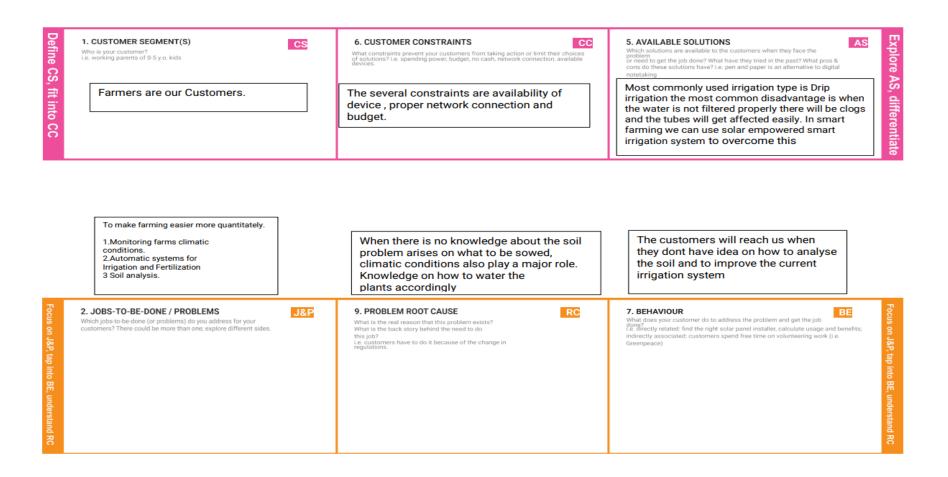
Project Title: SmartFarmer - IoT Enabled Smart Farming Application

Team ID: PNT2022TMID20828

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS
Who is your customer?
i.e. working parents of 0-5 y.o. kids

> Farmers are our Customers.

6. CUSTOMER CONSTRAINTS CC
What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

> The several constraints are availability of device , proper network connection and budget.

5. AVAILABLE SOLUTIONS AS
Which solutions are available to the customers when they face the problem
or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

> Most commonly used irrigation type is Drip irrigation the most common disadvantage is when the water is not filtered properly there will be clogs and the tubes will get affected easily. In smart farming we can use solar empowered smart irrigation system to overcome this

Explore AS, differentiate

> To make farming easier more quantitately.
>
> 1.Monitoring farms climatic conditions.
> 2.Automatic systems for Irrigation and Fertilization
> 3 Soil analysis.

> When there is no knowledge about the soil problem arises on what to be sowed, climatic conditions also play a major role. Knowledge on how to water the plants accordingly

> The customers will reach us when they dont have idea on how to analyse the soil and to improve the current irrigation system

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

2. JOBS-TO-BE-DONE / PROBLEMS J&P
Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

9. PROBLEM ROOT CAUSE RC
What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

7. BEHAVIOUR BE
What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

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

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

To get correct accuracy on what to be done on the farm and to produce more crops and livestock quantitively.

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.

There will be less weed growth, Maximum use of water efficiently, Control of soil erosion and maximum crop yield

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

we will reach the customer directly ask about their problems and provide effective solutions if their problems match our application and provide them knowledge about our application to make their farming even more easier
In online mode will do digital marketing using advertisements.

4. EMOTIONS: BEFORE / AFTER EM
How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

As when the productivity increases farmers will be satisfied. They will not worry about the loss Imigation will be more efficient than before.