**Project Title:** IoT Enabled Smart Farming Application | **Project Design Phase-I - Solution Fit** | **Team ID:** PNT2022TMID05266

Define CS, fit into CC

**1. CUSTOMER SEGMENT(S)**

The customer who are going to use this project includes

Large Scale Farmers

Small Scale Farmers

**6. CUSTOMER CONSTRAINTS**

Lack of proper irrigation facilities, production machinery, and access to institutional credit, difficulties procuring inputs and storing products, and negative impacts of climate were identified as the major constraints to agricultural productivity.

**5. AVAILABLE SOLUTIONS**

Precision Agriculture, Crop Monitoring, Irrigation Management, Fertilizer Management Weather Forecasting are best solutions for provided for the farmers.

Explore AS, differentiate

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

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

Iot devices connects and interacts with each other,and the internet which means they can work together to send alert or automate other things such as sprinkler in an orchard

**9. PROBLEM ROOT CAUSE** RC

By adopting Iot in the agricultural sector we get numerous benefits,but still, there are challenges faced by IoT in agricultural sectors.

**7. BEHAVIOUR**

The customer wants to make the revolutionary propagation in the rating of the irrigation through the reliability of amount of water availability on the land.

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

Identify strong TR & EM

**3. TRIGGERS**

Smart farming reduces the ecological footprint of farming

**4. EMOTIONS: BEFORE / AFTER**

Turning the face of conventional agriculture methods by not only making it optimal but also making it cost efficient for farmers and reducing crop wastage

**10. YOUR SOLUTION**

Our solution for this project is the smart irrigation facilities using IoT based on moisture and temperature

**8. CHANNELS of BEHAVIOR**

The channels of behavior recombine the ratio of the following

Online

Offline

Identify strong TR & EM