

Define CS, fit into CC

### 1. CUSTOMER SEGMENT(S)

Who is your customer?  
i.e. working parents of 0-5 y.o. kids

CS

The customer for this product is a farmer who grows crops. Our goal is to help them, monitor field parameters remotely. This product saves agriculture from extinction.

### 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.

Using a large number of sensors is difficult. An unlimited or continuous internet connection is required for success.

### 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

The irrigation process is automated using IoT. Meteorological data and field parameters were collected and processed to automate the irrigation process. Disadvantages are efficiency only over short distances, and difficult data storage.

Explore AS, differentiate

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.

The purpose of this product is to use sensors to acquire various field parameters and process them using a central processing system. The cloud is used to store and transmit data using IoT. The Weather API is used to help farmers make decisions. Farmers can make decisions through mobile applications.

### 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?

Frequent changes and unpredictable weather and climate made it difficult for farmers to engage in agriculture. These factors play an important role in deciding whether to water your plants. Fields are difficult to monitor when the farmer is not at the field, leading to crop damage.

### 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)

Use a proper drainage system to overcome the effects of excess water from heavy rain. Use of hybrid plants that are resistant to pests.

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

<div data-bbox="152 252 277 279"><b>3. TRIGGERS</b></div> <div data-bbox="719 252 757 279"><b>TR</b></div> <div data-bbox="152 288 642 335"> <p>What triggers customers to act? i.e., seeing their neighbor installing solar panels, reading about a more efficient solution in the news.</p> </div> <div data-bbox="152 355 763 528"> <p>Farmers struggle to provide adequate irrigation. Inadequate water supply reduces yields and affects farmers' profit levels. Farmers have a hard time predicting the weather.</p> </div> <div data-bbox="152 566 456 593"><b>4. EMOTIONS: BEFORE / AFTER</b></div> <div data-bbox="719 566 757 593"><b>EM</b></div> <div data-bbox="152 600 759 644"> <p>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</p> </div> <div data-bbox="174 697 689 873"> <p>BEFORE: Lack of knowledge in weather forecasting → Random decisions → low yield. AFTER: Data from reliable source → correct decision → high yield</p> </div>	<div data-bbox="835 252 1032 279"><b>10. YOUR SOLUTION</b></div> <div data-bbox="1279 252 1317 279"><b>SL</b></div> <div data-bbox="835 288 1317 406"> <p>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.</p> </div> <div data-bbox="835 451 1346 697"> <p>Our product collects data from various types of sensors and sends the values to our main server. It also collects weather data from the Weather API. The final decision to irrigate the crop is made by the farmer using a mobile application.</p> </div>	<div data-bbox="1413 252 1693 279"><b>8. CHANNELS of BEHAVIOUR</b></div> <div data-bbox="1984 252 2022 279"><b>CH</b></div> <div data-bbox="1413 288 1980 330"> <p><b>8.1 ONLINE</b> What kind of actions do customers take online? Extract online channels from #7</p> </div> <div data-bbox="1413 352 1980 419"> <p><b>8.2 OFFLINE</b> What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> </div> <div data-bbox="1413 451 2007 802"> <p>ONLINE: Providing online assistance to the farmer, in providing knowledge regarding the pH and moisture level of the soil. Online assistance to be provided to the user in using the product</p> <p>OFFLINE: Awareness camps to be organized to teach the importance and advantages of the automation and IoT in the development of agriculture.</p> </div>
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