Define CS, fit into CC

Explore AS, differential

1. CUSTOMER SEGMENT(S) `CS`

As this is based on agriculture, every farmer is the target customer. Every worker who is in the field, gets benefitted from this product.

6. CUSTOMER CONSTRAINTS `CC`

Insufficient water supply is a major issue and transportation of goods is difficult. The government has many schemes but are not reached to the farmers at the right time. Traditional approach is not suitable for every crop that are been produced as there are more environmental changes

5. AVAILABLE SOLUTIONS `AS`

Farmers are not sure when to sow seeds and how to do it in procedure and also lack in the knowledge of fertilizers as the climate changes every year. Monitoring is also done manually which is difficult to yield production

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

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2. JOBS-TO-BE-DONE / PROBLEMS

There is no direct communication between farmers and customers. Due to many vendors in-between, there is not much profit for both farmers and customers.

9. PROBLEM ROOT CAUSE `RC`

Technologies are improving on a daily basis but farmers are not updated of what is happening due to lack of infrastructure. product applications should be developed in a more user-friendly way in order to be updated

7. BEHAVIOUR `BE`

Monitoring of crops is necessary for specific food crops and this is done by hiring more workers. This is not suitable solution for farmers because it requires man power and money.

3. TRIGGERS `TR`

Campaigns can be made in different places in order to know about the application. .

10. YOUR SOLUTION `SL`

Our solution includes smart farming where government schemes will be easily reachable to formers who are in

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE

Formers Might have an application in which the productivity of the forming is listed clearly and to-do list also will be given in that

4. EMOTIONS: BEFORE / AFTER   EM

Yeah, Before this smart farming in IoT, Formers suffered a lot in terms of communication, details about proper facilities but after this Smart forming IOT project formers will be more productive and they would be known about everything which they wanted to know.

the need of that and Ph level of the soil also be determined easily by using this project.

particular applications for easy maintainability.

8.2   OFFLINE

Cropping and harvesting everything is done under Offline mode by our end customers.