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|-------------------------|---|---|---|-----------------------------------|
| Define CS, fit into CL | 1. CUSTOMER SEGMENT(S) CS The farmers' segmentation process identifies the difference in farmers' ability to invest in good agricultural practices and climate smart agriculture. | 6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> smart agricultural needs the availability of the internet continuously. The rural part of the developing countries does not fulfill this requirement. Moreover, the internet connection is slower. | 5. AVAILABLE SOLUTIONS AS <small>PROS & CONS</small> Livestock tracking and geo-fencing. Smart logistics and warehousing. smart pest management. smart greenhouse. Remote crop monitoring. | Explore AS, differentiate |
| | 2. PROBLEMS / PAINS + ITS FREQUENCY PR Deteriorated quality of soil Increase the rate of employment Decrease in biological diversity Increased consumption of natural resources | 9. PROBLEM ROOT / CAUSE RC Agricultural communities developed approximately 10000 years ago when humans began to domesticate plants and animals. | 7. BEHAVIOR + ITS INTENSITY BE In addition use behaviour is influenced by behavioral intension. it was further found that technology readiness place a significant roll in the adaption of smart product | |
| Identify strong TR & EM | 3. TRIGGERS TO ACT TR Farmers cannot be in the field always monitoring the condition of field like temperature, humidity etc., | 10. YOUR SOLUTION SL By providing an integrated IoT platform in agriculture allows farmers to leverage sensors, smart gateways and monitoring systems to collect information on their farm and to analyse the field in order to make informed decisoions. | 8. CHANNELS of BEHAVIOR CH ONLINE In addition use behaviour is influenced by behavioral intension. it was further found that technology readiness place a significant roll in the adaption of smart product | Extract online & offline CH of BE |
| | 4. EMOTIONS EM <small>BEFORE / AFTER</small> Farmer's main aim is to get maximum productivity .By using these smart farming strategy, the productivity increases and farmers feel happy | | OFFLINE Helps farmers to better understand the importantn factors such as water,topography,aspect,vegetationa nd soil types | |



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 Designed by Daria Nepriakhina / [IdeaHackers.nl](https://ideahackers.nl) - we tailor ideas to customer behaviour and increase solution adoption probability.

