Project Design Phase - I
Problem Solution Fit

Date	30 October 2022
Team ID	PNT2022TMID14566
Project Name	Project - Estimate the crop yield using Data Analytics

Define CS, fit into CC

1.CUSTOMER SEGMENT(S) **CS**

Farmers are the customer who wants to yield a crop in field.

6. CUSTOMER CONSTRAINTS **CC**

Less knowledge and development towards the current environmental changes and technologies, they follow ancient methods, which is also worthy but, the climatic changes and new kind pesticides attack make more losses.

5. AVAILABLE SOLUTION **AS**

- Traditional ways of prediction.
- Precision farming.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS J&P

- Help them understand the usage of prediction and software application for good results in agriculture.
- Data report should to be created to reduce the loss of the crop and earn more profit in agriculture fields.

9. PROBLEM ROOT CAUSE **RC**

- Various disease on the plants can lead to reducing the quality of the crops productivity.
- The insects on the plants can spread the disease.

7. BEHAVIOUR **BE**

- Try to get help from agricultural experts.
- Try to take up non-natural means of cultivation for quicker harvest

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

Identify strong TR & EM	**3. TRIGGERS** `TR`	**10. YOUR SOLUTION** `SL`	**8. CHANNELS of BEHAVIOUR** `CH`
	• Seeing their crops are being infected by disease and facing huge loss in quality.	• The solution for the problem, creating data report using past datasets.	• Trying to use pesticides and fertilizers that increase gain but cause harm.
	4. EMOTIONS: BEFORE / AFTER `EM`	• Creating IBM Cognos dashboard could make them better understand easily.	• Irrigation channel changes.
	Before: Most of the famers in India have Stress, Loosing Self Confidence.		
	After : Gain of Self Confidence.		