Problem-Solution fit canvas 2.0

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

- Farmers
- Distributors and dispatchers
- Public

6. CUSTOMER CONSTRAINTS — CC

- Cost limitation
- Time limitation

5. AVAILABLE SOLUTIONS — AS

- Internet
- Knowledge about climate variability
- Devices

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Dryland agriculture

9. PROBLEM ROOT CAUSE — RC

- Climate changes
- crop damages and soil erosion
- drought and flood

7. BEHAVIOUR — BE

focuses on the nature of decision making by farmers and on the many influences like depth ,duration, intensity and the rainfall frequency which affects such decisions.

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

Identify strong TR & EM

3. TRIGGERS — TR

To create an innovation to predict weather from the heavy rainfall to save water and crops

4. EMOTIONS: BEFORE / AFTER — EM

lack of stored water available in dryland due to rainfall data analysis.

10. YOUR SOLUTION — SL

- Significant need for an appropriate irrigation system considering rising water scarcity
- Reducing post-harvest losing

8. CHANNELS of BEHAVIOUR — CH

1. ONLINE

- E-Commerce for agriculture business
- Expanded Customer Base

8.2 OFFLINE

- By Visiting a farmers' market Contact
- Your local newspapers or area magazines.

Extract online & offline CH of BE