

## Project Design Phase-I

### Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID00162
Project Name	Project – Estimate the Crop Yield using Data Analytics
Maximum Marks	2 Marks

#### Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

#### Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

#### Template:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <small>Farmers and those who do agriculture</small>	6. CUSTOMER CONSTRAINT <small>The soil type of the crop, weather condition, amount of water supply, quality of the seeds.</small>	5. AVAILABLE SOLUTIONS <small>We will be analyzing some important visualizations, creating a dashboard And by going through these, we will get most of the insights of crop production in India using IBM Cognos platform.</small>	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS <small>To help farmers, to visualize and to get more insights about the crop production in India.</small>	9. PROBLEM ROOT CAUSE <small>The crop production in India is an important source of income and India is one of the top countries to produce the crops and farmers are unable to predict.</small>	7. BEHAVIOUR <small>Farmers can use these dashboards and visualization to know the best crop yield rate across the nations and they can use this to improve the crop yield of their own land.</small>	
Focus on J&P, tap into BE, understand	3. TRIGGERS <small>The crop yield of the farmers is comparatively less with previous years in regard to production</small>	10. YOUR SOLUTION <small>Analyzing some important visualization and creating a meaningful dashboard according to the data set will get most of the insights of crop production using IBM Cognos platform.</small>	8. CHANNELS of BEHAVIOUR <small>8.1 ONLINE Farmers can visualize and view insights of crop production in India through this platform.</small>	Focus on J&P, tap into BE, understand
	4. EMOTIONS: BEFORE / AFTER <small>Loss of income, low yield rate gives less confidence</small>	8.2 OFFLINE <small>Choose the crop to yield based on the analysis which can improve the overall production rate of the farmers.</small>	Extract online & offline CH of BE	

#### References:

- <https://www.ideahackers.network/problem-solution-fit-canvas/>
- <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>