Problem-Solution fit canvas 2.0

Project Name: SmartFarmer - IoT Enabled Smart Farming Application Team ID:

Define CS, fit into

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?

Government agencies, Farmers who are willing to make Agriculture easy and effective which will result in higher yield.

6. CUSTOMER — CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

1. Budget – As farmers cannot afford high-cost devices
2. Less knowledge about Technology and unaware of how to use it.

5. AVAILABLE SOLUTIONS — AS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

Solution-1: Sensors are available – but no cloud facility
Solution-2: Cloud service is available – but difficult user interface
Cons: Crop specified alertness is not given to Farmer.

Explore AS,

Focus on J&P, tap into BE, understand

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

1. Creating easy user-interface
2. Providing crop-based suggestions to farmers for irrigation
3. Easy implementable device at low cost

9. PROBLEM ROOT CAUSE — RC

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

1. Farmers aren't educated enough about Technology available for implementation.
2. High implementation costs for installation of such devices.

7. BEHAVIOUR — BE

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

1. Finding the water requirements for the right crop.
2. Knowing how to update the water requirement data in the cloud UI which we provide.

Focus on J&P, tap into BE, understand

Identify strong

What triggers customers to act? i.e. seeing their neighbour installing

1. Urge to reduce Water wastage and electricity
2. Reducing Human efforts
3. Increasing the Harvesting and creating better environment for the Soil and Crop

solar panels, reading about a more efficient solution in the news.

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

1. Monitoring the sensor working
2. Monitoring irrigation timings

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

1. Electricity connection between the Product and Water Pump
2. Placement of the product

xtract online & offline

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

The farmers are unaware of why their income are usually less when they already know that they can make a lot of profit.

After: Since water resource and electricity are maintained properly, the amount of spendings is lesser. Because the irrigation is dependent on crop type, the yield of the crop is higher. Hence more profit.

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