

Project Design Phase-I
Problem – Solution Fit Template

Date	27 September 2022
Team ID	PNT2022TMID22163
Project Name	SmartFarmer - IoT Enabled Smart Farming Application
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.**

Define CS, fit into

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?

Farmers who want to use modern technology
Beginner farmers

6. CUSTOMER

CC

What constraints prevent your customers from taking action or limit their choices

Initial Invest cost
Internet Access
Unable to access right resources
Don't know whether the product will work or not

5. AVAILABLE SOLUTIONS

AS

Which solutions are available to the customers when they face the or need to get the job done? What have they tried in the past? What

Incorporate new technology in agriculture.
Need to gather information from various farmers
Need to use things that improve soil quality

Explore AS,

Focus on J&P, tap into BE.

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your

Maintain Crops and increase yield
production Provide remote access to their land

9. PROBLEM ROOT CAUSE

RC

What is the real reason that this problem exists? What is the back story behind the need

No Modernization
Sticking to the old things
Cope with climate change
Decrease in soil

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the i.e. directly related: find the right solar panel installer, calculate usage and

Make sure that they know their requirements
Make sure that product meets their requirements
Cost of the product and performance
Scalability of the product
Customer service

Focus on J&P, tap into BE.

Identify strong TR & EM

3. TRIGGERS

TR

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

install solar panels and monitor a sensor in their field
Farmers know to improve their soil quality and improve productivity.

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?

i.e. Just whenever a confident in control a result in more innovative strategy
& Before - Low production, Need to visit land daily.
After - High Production, No need to visit land daily.

10. YOUR SOLUTION

SL

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

To design an application which helps to monitor and controls the land operations.
By using various sensors data are used to provide suggestions and current status of land.
To improve production, soil quality through our app.
Our solution allows the farmers to incorporate new technology.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

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

Remote Access and Security

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.
Make sure whether the product provides best solution and provides control to most of things.
Crop inspection and check their production.

Extract online & offline CH of