

PROJECT DESIGN PHASE – 1

PROBLEM SOLUTION FIT

Date	30 September 2022
Team ID	PNT2022TMID44400
Project Name	Estimate The Crop Yield Using Data Analytics
Maximum Marks	2 Marks

PROBLEM SOLUTION FIT CANVAS:

Why Problem-Solution fit canvas?

- 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 customer behaviour.
- Sharpen your communication and marketing strategy with the right triggers and messaging.
- Increase touchpoints with your company by finding the right problem-behaviour fit and build trust, solving frequent annoyances or urgent / costly problems.
- Based on Lean Startup, Design Thinking, Lazy User Model (LUM) principles and fundamentals of UserExperience design.

