Problem-Solution fit canvas 2.0

Purpose/Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

Who is the customer?

Farmer

6. CUSTOMER CONSTRAINTS CC

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

Cost, lack of knowledge, adoptiontowards technology.

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?

To predict the temperature and humidity for providing solution to the farmers at the present. Alert are send through message system.

Explore AS, differentiate

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

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.

Sensors are used to protect the crops from pesticides , animals, various temperature and humidity around the fields.

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?

For a better yield of crop protection, varying climatic condition, for the protection of crop from animals and strangers.

7. BEHAVIOUR BE

What does your customer do to address the problem and get the job done?

Connections should be prefect to protect the crops. Maintenance of the crops should be easy to farmer because of this technology. Installation of devices should be perfect way.

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

Identify strong TR & EM

3. TRIGGERS TR

What triggers customers to act?

- Giving alert to the farmer
- Giving warnings to protect the field
- Awareness over crop protection

4. EMOTIONS: BEFORE / AFTER EM

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

Facing problem: Crop yield reduced and financial burden.

After solved: High productivity and profit.

10. YOUR SOLUTION SL

Improving the crop yield protection with the advanced technology where temperature ,humidity and detect the animals and pesticides continuously. In case of any conditions should be change it give an alert through SMS.

8. CHANNELS of BEHAVIOUR CH

ONLINE

What kind of action do customer take online?

Humidity ,soil type, temperature and detection of animals all the things are sent to the control station through the usage of GSM module.

OFFLINE

What kind of actions do customers take offline?

Pesticide ,water and fertilizer availability.

Extract online & offline CH of BE