Problem-Solution fit canvas 2.0

Purpose / Vision

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Farmers

CS : It is the process, by which we divide our customers into segments.

6. CUSTOMER CONSTRAINTS — 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.

Budget

CC : The average visit of duration or the last date of visit of customers.

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

Smart fence - buzzer alarm

AS : Today , the recent technology which helps in crop protection is IOT based fence, whereas in past days it was not implemented, because of which, lot many crops get destroyed, by birds and animals.

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.

Creation of smart fence

J&P : The, smart fence is the one in which, its designed in a way, so that it can make a caution alarm to the nearing or attacking preys and prevent the crop from damages.

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.

For food haunting

RC : Due to the haunt made by birds and animals for their survival, the yields of crop protection gets lost / down. so, in order to overcome form this, we have to jump into this latest technology called smart crop protection system.

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)

Better yield

BE :
1) In order to protect the crops from pests, birds and animals, the one ad only thing is making or installing a smart crop protection system with the help of IOT.
2) Farmer's should do proper maintenance.

3. TRIGGERS — TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

TR : On by seeing and hearing Neighbour's works made in their farm.

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.

EM : BEFORE: Insecure, heavy loss

AFTER: proud of their work, happy

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 until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

SL: The perfect output of my problems solution is designing a IOT based fence project, which is normally made up of steel fence, inside which its been incorporated with the help of buzzer alarm, to monitor and predict the crops from animals.

8. CHANNELS of BEHAVIOUR — CH

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

CH : A quick response to queries.

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

Brings announcement and community discussions.

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