

# Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> <p>Farmers, Food production companies and beverages, Department of Agriculture and Farmers Welfare and Agricultural students.</p>	<b>6. CUSTOMER LIMITATIONS</b> <small>EG. BUDGET, DEVICES</small> <span>CL</span> <p>Limited digital skills of customers, Poor Internet Connectivity in Farms and High Hardware Costs.</p>	<b>5. AVAILABLE SOLUTIONS</b> <small>PLUSES &amp; MINUSES</small> <span>AS</span> <p>Ensure farmers to use internet tools and smartphone applications in social and business life effectively. Establish deep fiber build-out.</p>	Explore AS, differentiate
	<b>2. PROBLEMS / PAINS</b> <small>+ ITS FREQUENCY</small> <span>PR</span> <p>Agriculture faces increasing problems leading to considerable yield losses of crops.</p> <p>Globally, 1.3 billion tonnes of food is lost or wasted each year.</p>	<b>9. PROBLEM ROOT / CAUSE</b> <span>RC</span> <p>Changing of climatic conditions, several crop diseases and not caring much about soil replenishing are some of the root causes.</p>	<b>7. BEHAVIOR</b> <small>+ ITS INTENSITY</small> <span>BE</span> <p>Growth charts and maps showing deviations from average growth provide further support. Farmers do crop rotation for soil replenishing and use pesticides to control pest.</p>	
Identify strong TR & EM	<b>3. TRIGGERS TO ACT</b> <span>TR</span> <p>Farmers will get triggered on seeing their neighbour farmer making use of the product and tend to use it, which will result in good crop yielding.</p>	<b>10. YOUR SOLUTION</b> <span>SL</span> <p>Estimation of crop yield is created as a dashboard. This will be utilized by food production companies and beverages, farmers to increase crop production, Department of Agriculture and Farmers Welfare to make better decisions and also by agricultural students to understand better about agriculture.</p>	<b>8. CHANNELS of BEHAVIOR</b> <span>CH</span> <p><b>ONLINE</b></p> <p>Growth charts and maps showing deviations from average growth provide further support.</p>	Extract online & offline CH of BE
	<b>4. EMOTIONS</b> <small>BEFORE / AFTER</small> <span>EM</span> <p>Customers are stressed due to losses of crops before solution and feels happy and relieved after the solution.</p>		<p><b>OFFLINE</b></p> <p>Farmers do crop rotation for soil replenishing and use pesticides to control pest.</p>	



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