PROJECT DESIGN PHASE - 1

PROBLEM SOLUTION FIT

TeamID	PNT2022TMID03372
ProjectName	Estimate The Crop Yield Using Data Analytics
MaximumMarks	2 marks

PROBLEM SOLUTION FIT CANVAS:

Why Problem-Solution fit canvas?

The Problem-Solution Fit canvas is based on the principles of Lean Startup, LUM (Lazy User Model) and User Experience design. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why. It is a template to help identify solutions with higher chances of solution adoption, reduce time spent on testing and get a better overview of the current situation.

My goal was to create a tool that translates a problem into a solution, taking into account customer behavior and the context around it. None of the existing canvases or frameworks were giving me an overview and insight into the real customer situation during his/her decision-making process. With this template you will be able to take important information into consideration at an earlier stage and look at problem solving in depth. It increases your chances of finding problem-solution and product-market fit.

It helps you to:
1. Solve complex problems in a way that fits the state of your customers.
2. Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
3. Sharpen your communication and marketing strategy with the right triggers and messaging.
4. 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.
5. Understand the existing situation in order to improve it for your target group

STRUCTURE :

1. Customer State fit: to make sure you understand your target group, their limitations and their currently available solutions, against which you are going to compete.

2. Problem-Behavior fit: to help you filter out the noise and identify the most urgent and frequent problems, understand the real reasons behind them and see which behavior supports it. Is this behavior weak or infrequent — is it a problem worth solving?

3. Communication-Channel fit: to help you sharpen your communication with strong triggers, emotional messaging and reaching customers via the right channels.

4. Solution guess: translate all the validated data you have gathered into a solution that fits the customer state and his/her limitations, solves a real problem and taps into the common behavior of your target .

Business Problem

What business have you identified that needs help?

- Shortage of professional with the necessary analytical skills
- Dissatisfaction of customers through inappropriate data analysis
- Mis-conception of BA's scope of work.

Solution ideas

List product, feature, or enhancement ideas that help your target audience achieve the benefits they're seeking.

- Use existing market research.
- Reward loyal customers
- Be selective
- Measure what you do & always have planB.

Business Outcomes

(Changes in customer behavior)

What changes in customer behavior will indicate you have solved a real problem in a way that adds value to your customers?

- Turn to rigorously tested research on customer behaviour
- Understand the three types of customers - Unconflicted(61%), Spendthrifts(15%), Tightwads(24%)
- Highlight strengths by admitting short comings.

Users & Customers

What types of users and customers should you focus on first?

- Loyal customers-will elevate your brand through word of mouth.
- Informed customer-engages with high quality. ex: product video.
- Impulsive customer-purchases goods or service without planning in advance.

User Benefits

What are the goals your users are trying to achieve? What is motivating them to seek out your solution? (e.g., do better at my job OR get a promotion)

- Increasing innovation and productivity to increase both yield and profits.
- Greater understanding of environmental challenges. Ex: Unpredictable weather, Severe storms.
- Reducing waste and improving profits and improving supply chain management.

Solution ideas

Combine the assumptions from 2, 3, 4 & 5 into the following template hypothesis statement: "We believe that [business outcome] will be achieved if [user] attains [benefit] with [feature]."

We can believe that tested research will be achieved if the customers attains increased innovation & productivity to increase both yields & profits.

We can believe that developing an analytics vision & set target maturity levels for core processes

We can believe that there will be increased satisfaction if the loyal customers attains appropriate analysis

What's the most important thing we need to learn first?

List product, feature, or enhancement ideas that help your target audience achieve the benefits they're seeking.

- Knowledge of data visualization tools
- Define your objective.
- Identify the business problem, know your stake holders and define your success

What's the least amount of work we need to do to learn the next most important thing?

Brainstorm the types of experiments you can run to learn whether your riskiest assumption is true or false.

- Problem solving skills
- Provide updated information
- Increased quality of response