

Project Design Phase-I Problem – Solution Fit

Date	03 November 2022
Team ID	PNT2022TMID17541
Project Name	Estimate The Crop Yield Using Data Analytics
Maximum Marks	2 Marks

Problem – Solution Fit :

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ 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 channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ 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.
- ☒ **Understand the existing situation in order to improve it for your target group.**

Problem-Solution fit canvas 2.0

Purpose/Vision : To eliminate ideas which are not solving the problems of the user

<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Define CS, fit into CC</div> <div> <p>1. CUSTOMER SEGMENT(S) CS</p> <p>Farmers who want to analyse crop yield, agronomist, lecturer of an agricultural university.</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> <div> <p>6. CUSTOMER CONSTRAINTS CC</p> <p>It is available in online so need an internet supply, and farmers wouldn't be aware of all factors.</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Explore AS, differentiate</div> <div> <p>5. AVAILABLE SOLUTIONS AS</p> <p>Already existing solutions available, but it does not have all the factors that affect crop productivity listed.</p> </div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Identify strong TR & EM</div> <div> <p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <p>Analysing even the least factor that contributes to crop yield.</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> <div> <p>9. PROBLEM ROOT CAUSE RC</p> <p>Drop in productivity would be the root cause to reflect on it. To find the factors for the root cause.</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> <div> <p>7. BEHAVIOUR BE</p> <p>Finding all the factors affecting the crop productivity in his/her field.</p> </div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Identify strong TR & EM</div> <div> <p>3. TRIGGERS TR</p> <p>By looking into the factors, the productivity would increase. As they would be aware of the factors that affect crop yield.</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Identify strong TR & EM</div> <div> <p>10. YOUR SOLUTION SL</p> <p>Checking the factors applicable to users and emphasizing them in eliminating the factors and also showing them a before and after analysis which would provide the user an inherent satisfaction of increasing productivity.</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Extract online & offline CH of BE</div> <div> <p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE Checking the factors applicable for the user's farmland.</p> <p>8.2 OFFLINE Eliminate the factors found applicable to their farmland.</p> </div> </div>

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