

Project Design Phase-I - Solution Fit Template

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS
Who is your customer?
i.e. working parents of 0-5 y.o. kids

Farmers interested in Smart,digital and precision farming.

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.

More competition in farming
High budget rate

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

documentable database could be maintained and shared.But there might be a possibility of human errors and confusion due to huge records

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.

This unique blend of agriculture and technology enables us to know how to make the right decision about the farming

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.

Periods of high temperature, heavy storms, or droughts, can severely disrupt crop production.

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)

Using Crop Monitoring software a farmer can monitor the current climatic condition of each field separately,including temperature and cloud cover. Further, such important , indicator as humidity wind speed and direction and precipitation are also available.

Identify strong TR & EM

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

No need to analyze thousands of acres on foot when you can digitize the whole process.

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.

the solution provide actionable and understandable information throughout the seasontherby Maximize profit by maximizing your crop performance ratio and Save time by automating and improving the scouting process

8.CHANNELS of BEHAVIOUR CH
8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7
Steady network and an efficient database system should be made ensured .
OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Maintenance of the farming land and providing the necessity vitals to the crop for their good growth

Explore AS, differentiate

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

Identify strong TR & EM

4. EMOTIONS: BEFORE / AFTER



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.

Will be happy about the
tremendous results of the crop
production