Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

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

i)Farmers who wants to finish his jobs in smart way.

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.

i)Spending more man power.

ii)High cost.

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

i)Sensors are used to detected the farmer it is possible to find the positive sollution.

Explore AS, differentiate

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.

JOB-TO-BE-DONE

i)Biodegradable waste.
ii)Clean Surrounding.
iii)Perticide - Free.
iv)Food safe.
v)Less waste & Grow unique crops.

PROBLEMS

i)Chemical Fertilzers.
ii)Cope with climate change.
iii)Soil erosion and biodiversity loss.
iv)Small and Fragmented land - holding.
v)Demand for more food of higher quality.

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.

i)Analyzing and giving solution.

ii)Weather condition poor and monitoring.

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)

i)The integration of these sensors and tying the sensor data to the analytics driving automation and response activities.

ii)Cope with climate change, soil erosion and biodiversity loss.

iii)Satisfy consumers' changing tastes and expectations.

vi)Meet rising demand for more food of higher quality.

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

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.

i)Economic and Environmental based motivations,organizing training ,Explained about smart farming benefits to farmers.

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.

BEFORE:
The farmer Warriors that the smart farming would be suitable for his farm or not.

AFTER:
Think about finances,daily hassels, lack of control over the weather , heavywork overloads.

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.

i)Farmera are under pressure to produce more food and useless energy and water in the process.

ii)Remote monitoring and control system will help farmers will effectively with these pressure.

iii)Agricultural operations job water 60% consumed each year.Now more than ever,new technologies for water conservation must be adopted.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE

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

i)It provides growers a quick and easy way to build relationships and interact with people in agriculture.

8.2 OFFLINE

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

i)When you buy organic fruits and vegetables directly from the farmers who made them, they are able to receive all profits, not just a portion of them.

Extract online & offline CH of BE

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