Problem-Solution fit canvas 2.0

Purpose / Vision Exploratory analysis of rainfall data in India for agriculture.

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

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

1.Farmer who looks at the sky and cultivated
2.ceremonics organizers
3.Ordinary people

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.

1.No exact prediction
2.Information about rainfall is not reaching properly
3.Sudden changes in environmental conditions

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

1. Rainfall information is collected at the meteorological centre
2. People know the rainfall information through the news

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.

1.To Optimize the rainfall prediction
2.To prevent the crop from the water logging

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.

1.Erratic rainfall due to environmental condition that causes the crop damage and reduced yield.
2. Information about rainfall is not reaching the farmer properly.

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)

Customer can address the problem to the agriculture sector and they can find the best way to predict the rainfalls

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 so solar panels, reading about a more efficient solution in the news.

By using the rainfall prediction you will increase the crop yield when compared to others

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 prediciton is not perfect, after we will we will improve prediction accuracy to take precautionary measures to increase yield.

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.

To collect the rainfall dataset , then this datasets are prepared for the data pre-processing after that gives it to the model and predict the rainfall before it happens.

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8. CHANNELS of BEHAVIOUR — CH

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

Customer can post this problem in social media platforms to seek the attention of government

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

Customer can approach the government officers and explain to enhance the rainfall prediction

Extract online & offline CH of BE

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