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

Crop Farmer, Animal Rearer, Fisher men, Marketers

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.

Unreliable resources for the data
Uncertainty in the given suggestions

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

Aerial precipitation ratio method
The arithmetic mean method
The normal ratio (NR) method and the inverse distance method to estimate rainfall data.

Pros:
Accurate analysis and prediction
Useful in long term research purposes
Cons:
Not user friendly
Time consuming
Knowledge on statistical analytics

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.

Show analysis of rainfall data in graphs to help farmers in their sowing, growing and harvesting patterns.
Prediction of rainfall and its fluctuations.
The prediction might also be used in rural activities like politics, elections, poultry, etc.
Show the expansion of areas who are undergoing drought.
Pest control, fertilizer timing, renewable energy usage, field workability and irrigation methods could be determined using the analysis.

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.

Prevent crop destruction
Improve crop productivity
Enhance seasonal adaptability

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)

Directly related: Customers will use the rainfall data and prediction in deciding a better cropping system and pattern.
Indirectly related: Helps in the market trend and agricultural methods are planned better

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.

Farmers would want to maximize the net revenues associated with the growing irrigated and rain fed crops.

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.

Doubtful, Difficulty > Happy, Relieved

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.

Using machine learning, the overall rainfall data in India is taken and the analysis is done which will give out the predictions on the seasonal rainfall data. The suggestions on cropping patterns are given with the results to the customers.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE

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

Rainfall data in forms of graphs, suggestions and real time results

8.2 OFFLINE

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

Reports and suggestions could be downloaded, data can be shared to others

Extract online & offline CH of BE

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