Problem-Solution fit canvas 2.0 | Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

This application targets users who are mostly farmers but is not just limited to them and can be widely used by any people interested in plants.

6. CUSTOMER CONSTRAINTS — CC

Availability of network connection.

Availability of a minimum suggested pixels to capture a good enough image of the affected crop for accurate identification.

5. AVAILABLE SOLUTIONS — AS

Traditionally, people used to guess the plant disease by visually examining symptoms such as curling of leaves and change of colour.

But with the use of the advancements in science, this application helps people to get more clarity regarding the diseases and an accurate fertilizer recommendation.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

The application mainly focuses on helping farmers who need a recommendation on usage of best fertilizers for the predicted disease on their crops. Hence helping them improve the crop yield.

The spread of diseases due to improper guidance can be avoided by early identification of these diseases and usage of appropriate fertilizers.

9. PROBLEM ROOT CAUSE — RC

Various pests and nutrition deficiencies in plants leads to crop diseases. When it is not treated at the earliest it leads to severe crop damage.

Infectious plant diseases are also caused by living agents, or pathogens. These pathogens can be spread from an infected plant or plant debris to a healthy plant.

7. BEHAVIOUR — BE

Directly related: Farmers do not need wide knowledge on all the diseases and fertilizers. They can make use of our application to get the appropriate and effective fertilizers for their affected crops.

Indirectly related: Farmers can anticipate a problem and get the results via online. Time and financial losses can be reduced.

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

Identify strong TR & EM

3. TRIGGERS — TR

Seeing their crops being infected with diseases and facing a huge loss causing distress.
Crop productivity is severely affected due to various pests and hence causing crop damage.

4. EMOTIONS: BEFORE / AFTER — EM

Before: Distress, pain, efforts in vain

After: Relief, reassurance, solace

10. YOUR SOLUTION — SL

Our application makes uses of plant images captured in all possible dimensions and analyzes those to recommend a highly accurate fertilizer for the identified plant disease.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE

General knowledge related to various plant disease and its appropriate fertilizer utilization

8.2 OFFLINE

People try to identify diseases visually based on main symptoms like curling of leaves and change of colour of the leaves.

Extract online & offline CH of BE