Project Design Phase-I
Problem – Solution Fit Template

Date	27 September 2022
Team ID	PNT2022TMID03070
Project Name	SmartFarmer - IoT Enabled Smart Farming Application
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit truly approaches which you have discovered a trouble together along with your customer and that the answer you've found out for it truly solves the customer's trouble. It enables entrepreneurs and company innovators to pick out the behavioral styles and understand what could work and why.

Purpose:

- Solve complicated troubles in a manner that suits the state of your customers.
- Succeed quicker and increase your solution adoption by tapping into current mediums and channels of behavior.
- Sharpen your communication and advertising method with the proper triggers and messaging.
- Increase touch-factors together along with your organisation by locating the proper problem- behavior match and building trust by fixing frequent annoyances, or urgent or highly-priced trouble.
- Understand the present state of affairs so that it will enhance it in your target group.

Problem-Solution fit canvas 2.0

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Define CS, fit into

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?

Farmers who want to use modern technology .

6. CUSTOMER — 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.

Initial Invest cost
Internet Access
Unable to access right resources
Functionality of product

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

Incorporating new technology in agriculture and gathering information from various farmers and to use solutions which is used to improve soil fertility

Explore AS,

Focus on J&P, tap into BE, understand

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.

Protection of crops without diseases,to increase their yield production and Providing remote access to their land
Improve soil 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.

No modernization , sticking to the traditional beliefs , change in climatic conditions , decrease in soil fertility

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)

To make sure about the farmer's requirements .To make sure that product meets their requirements. Cost of the product and performance. Scalability of the product.

Focus on J&P, tap into BE, understand

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 know to improve their soil fertility and improve productivity.

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 - Low production, Need to visit land daily.
After - High Production, No need to visit land daily.

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 design an application which helps to monitor and controls the land operations.By using various sensors data are used to provide suggestions and current status of land.To improve production, soil quality through our app.Our solution allows the farmers to incorporate newtechnology.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE

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

Remote Access and Security

8.2 OFFLINE

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

Make sure whether the product provides best solution and provides control to most of things. Crop inspection and check their production.

Extract online & offline CH of BE