# Project Design Phase-I Problem – Solution Fit Template

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| 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.



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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

**AS**

**5. AVAILABLE SOLUTIONS**

Which solutions are available to the customers when they face the problem

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.

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

Who is your customer?

i.e. working parents of 0-5 y.o. kids

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)

**BE**

**7. BEHAVIOUR**

What does your customer do to address the problem and get the job done?

**RC**

**9. PROBLEM ROOT CAUSE**

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.

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

**Explore AS, differentiate**

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

**Deﬁne CS, ﬁt into CC**

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

Remote Access and Security

Team ID

Project Title :-

SmartFarmer - IoT Enabled Smart Farming Application

Purpose / Vision

Initial Invest cost Internet Access

Unable to access right resources

Functionality of product

Farmers who want to use modern technology .

Incorporating new technology in agriculture and

gathering information from various farmers and to use solutions which is used to improve soil fertility

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

Improve soil quality

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.

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

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

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

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 new technology.

Farmers know to improve their soil fertility and improve productivity.

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| **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. | **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. | 1. **CHANNELS of BEHAVIOUR CH**     1. **ONLINE**   What kind of actions do customers take online? Extract online channels from #7   * 1. **OFFLINE**   What kind of actions do customers take ofﬂine? Extract ofﬂine channels from #7 and use them for customer development. | **Extract online & ofﬂine CH of BE** |
| **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. |