

## Project Design Phase-I Problem – Solution Fit

Date	24 October 2022
Team ID	PNT2022TMID51001
Project Name	Estimate The Crop Yield Using Data Analytics
Maximum Marks	2 Marks

### Problem – Solution Fit :

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

### Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

**Problem-Solution fit canvas 2.0**

Purpose/Vision : To eliminate ideas which are not solving the problems of the user

<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Define CS, fit into CC</div> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center; border-bottom: 1px solid #ccc; padding-bottom: 5px;"> <div>1. CUSTOMER SEGMENT(S)</div> <div style="background-color: #f8d7da; padding: 2px 5px; font-weight: bold; font-size: 0.8em;">CS</div> </div> <p>Farmers who want to analyse crop yield, agronomist, lecturer of an agricultural university.</p> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center; border-bottom: 1px solid #ccc; padding-bottom: 5px;"> <div>6. CUSTOMER CONSTRAINTS</div> <div style="background-color: #f8d7da; padding: 2px 5px; font-weight: bold; font-size: 0.8em;">CC</div> </div> <p>It is available in online so need an internet supply, and farmers wouldn't be aware of all factors.</p>	<div style="display: flex; justify-content: space-between; align-items: center; border-bottom: 1px solid #ccc; padding-bottom: 5px;"> <div>5. AVAILABLE SOLUTIONS</div> <div style="background-color: #f8d7da; padding: 2px 5px; font-weight: bold; font-size: 0.8em;">AS</div> </div> <p>Already existing solutions available, but it does not have all the factors that affect crop productivity listed.</p> <div style="display: flex; justify-content: space-between; align-items: center; border-top: 1px solid #ccc; padding-top: 5px;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Explore AS, differentiate</div> </div>
<div style="display: flex; justify-content: space-between; align-items: center; border-bottom: 1px solid #ccc; padding-bottom: 5px;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Focus on J&amp;P, tap into BE, understand RC</div> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center; border-bottom: 1px solid #ccc; padding-bottom: 5px;"> <div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div style="background-color: #fff3cd; padding: 2px 5px; font-weight: bold; font-size: 0.8em;">J&amp;P</div> </div> <p>Analysing even the least factor that contributes to crop yield.</p> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center; border-bottom: 1px solid #ccc; padding-bottom: 5px;"> <div>9. PROBLEM ROOT CAUSE</div> <div style="background-color: #fff3cd; padding: 2px 5px; font-weight: bold; font-size: 0.8em;">RC</div> </div> <p>Drop in productivity would be the root cause to reflect on it. To find the factors for the root cause.</p>	<div style="display: flex; justify-content: space-between; align-items: center; border-bottom: 1px solid #ccc; padding-bottom: 5px;"> <div>7. BEHAVIOUR</div> <div style="background-color: #fff3cd; padding: 2px 5px; font-weight: bold; font-size: 0.8em;">BE</div> </div> <p>Finding all the factors affecting the crop productivity in his/her field.</p> <div style="display: flex; justify-content: space-between; align-items: center; border-top: 1px solid #ccc; padding-top: 5px;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Focus on J&amp;P, tap into BE, understand RC</div> </div>
<div style="display: flex; justify-content: space-between; align-items: center; border-bottom: 1px solid #ccc; padding-bottom: 5px;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Identify strong TR &amp; EM</div> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center; border-bottom: 1px solid #ccc; padding-bottom: 5px;"> <div>3. TRIGGERS</div> <div style="background-color: #d4edda; padding: 2px 5px; font-weight: bold; font-size: 0.8em;">TR</div> </div> <p>By looking into the factors, the productivity would increase. As they would be aware of the factors that affect crop yield.</p> <div style="display: flex; justify-content: space-between; align-items: center; border-bottom: 1px solid #ccc; padding-bottom: 5px;"> <div>4. EMOTIONS: BEFORE / AFTER</div> <div style="background-color: #d4edda; padding: 2px 5px; font-weight: bold; font-size: 0.8em;">EM</div> </div> <p>When the crop yield is not sufficient for the effort and investment they made, they become unhappy. Then by making an analysis which would reflect in productivity.</p> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center; border-bottom: 1px solid #ccc; padding-bottom: 5px;"> <div>10. YOUR SOLUTION</div> <div style="background-color: #d4edda; padding: 2px 5px; font-weight: bold; font-size: 0.8em;">SL</div> </div> <p>Checking the factors applicable to users and emphasizing them in eliminating the factors and also showing them a before and after analysis which would provide the user an inherent satisfaction of increasing productivity.</p>	<div style="display: flex; justify-content: space-between; align-items: center; border-bottom: 1px solid #ccc; padding-bottom: 5px;"> <div>8. CHANNELS of BEHAVIOUR</div> <div style="background-color: #d4edda; padding: 2px 5px; font-weight: bold; font-size: 0.8em;">CH</div> </div> <div style="border-bottom: 1px solid #ccc; padding-bottom: 5px;"> <div>8.1 ONLINE</div> <p>Checking the factors applicable for the user's farmland.</p> </div> <div style="padding-top: 5px;"> <div>8.2 OFFLINE</div> <p>Eliminate the factors found applicable to their farmland.</p> </div> <div style="display: flex; justify-content: space-between; align-items: center; border-top: 1px solid #ccc; padding-top: 5px;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Extract online &amp; offline CH of BE</div> </div>

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