

PROBLEM SOLUTION FIT

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Problem – Solution Fit Template:

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 gr

1. CUSTOMER SEGMENT(S)

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Farmers who want to use modern technology
Beginner farmers

CS

6. CUSTOMER CONSTRAINTS

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
Don't know whether the product will work or not

CC

5. AVAILABLE SOLUTIONS

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

Incorporate new technology in agriculture.
Need to gather information from various farmers
Need to use things that improve soil quality

AS

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.

Maintain Crops and increase yield
production Provide remote access to their land
Improve soil quality

J&P

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

No Modernization
Sticking to the old things
Cope with climate change
Decrease in soil quality

RC

7. BEHAVIOUR

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 benefit
indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

Make sure that they know their requirements
Make sure that product meets their requirements
Cost of the product and performance
Scalability of the product
Customer service

B

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.

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.

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.

8. CHANNELS OF BEHAVIOUR

CH

8.1 ONLINE

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

8.2 OFFLINE

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

Remote Access and Security



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Farmers know to improve their soil quality
and improve productivity.

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

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.

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