

Project Title: Fertilizers Recommendation System For Disease Prediction

Project Design Phase-I - Solution Fit

Team ID: PNT2022TMID18456

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>Farmers who can't access the officials to get recommendation of fertilizers for the disease the crops are facing.</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>Network connections: Availability of highspeed network connection in remote areas.</div> <div>Lack of awareness on how to handle smart devices.</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>Farmers used to go to local research centres or relay on their knowledge to get their recommendations for solving the problem.</div> <div>Pros: people are easy to trust Cons: Availability of experts all the time and time to come up with a valid recommendation.</div>	Explore AS, differentiate

Focus on J&P, tap into BE, understand RC	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div></div></div> <div><ul style="list-style-type: none">Easily accessibleRemote accessAccurate resultsCost free</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>Diseases occur without any warning and often damages the crop before the farmers can get to choose the right fertilizers to tackle the situation. Government awareness campaigns are less successful due to lack of interest.</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>Find the right fertilizers and the right amount to be used to get the job done.</div>	Focus on J&P, tap into BE, understand RC

Identify Strong TR & EM	<p>3. TRIGGERS</p> <p>TR</p> <p>Campaigns to bring awareness on how software can revolutionize the agriculture industry</p>	<p>10. YOUR SOLUTION</p> <p>SL</p> <p>Farmers can get an instant solution for the disease they are facing and get to work instantly. Saving valuable time and money</p>	<p>8. CHANNELS of BEHAVIOUR</p> <p>CH</p> <p>8.1 ONLINE</p> <p>Look for reviews and find suitable fertilizers for the disease.</p> <p>8.2 OFFLINE</p> <p>Calculate the right amount of fertilizers to be used Using the fertilizer sprayers Adopting new irrigation techniques</p>	Identify Strong TR & EM
	<p>4. EMOTIONS: BEFORE / AFTER</p> <p>EM</p> <p>Tired of going to the experts to get the recommendations and communication problems > Ease of access prompts them to be work effectively and then can communicate in their own language</p>			