

# PROBLEM-SOLUTION FIT

## 1.Customer Segment

A Farmer who is suffering from climate changes that effect on agriculture

## 2.Problems/Pains

\*Drought causes crop failures and loss of arable land.

\*More Competition for soil and water resources

## 3.Triggers to act

Seeing their neighbour earns more profit through agriculture

## 4.Customer Limitations

- \*Lack of money
- \*Lack of proper equipment

## 5.Problem Root / Cause

- \*Heavy rain or low rain causes destruction of crop
- \*Without knowing about forecasting of rainfall

## 6.Available Solutions

- \*Degraded lands are recovered by planting native forest or grass
- \*Using a timing device with any timing system

## 7. Behaviour

Forecasting information about rainfall should be known

## 8.Emotions

- \*Frustration
- \*Blocking
- \*excitement
- \*Over-whelmed

## 9. Our Solution

Instead of using routine systems, integrate crop live stac, forestry systems should be preferred