**Project Title: Exploratory analysis of rainfall in India for agriculture**

**Project Design Phase-I** - **Solution Fit Template Team ID:** PNT2022TMID17878

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

**Explore AS, differentiate**

**Deﬁne CS, ﬁt into CC**

* With available weather forecasting sites like Accuweather, windy and the weather channel

**AS**

**5. AVAILABLE SOLUTIONS**

* Budget
* No cash

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

1. **CUSTOMER SEGMENT(S)**

* Farmers.

**Explore AS, differentiate**

**Define CS, fit into CC**

* Directly related: ﬁnd the right crop that could be grown on their region, predict the benefits.
* Indirectly associated: customers will have a relaxation and inner peace.

**BE**

**7. BEHAVIOUR**

**RC**

**9. PROBLEM ROOT CAUSE**

* The unpredictable rainfall and climatic changes are the root cause of the problem.
* The customer has to do this to prevent their crops and land and to prevent the loss that occurs due to the problem.

**J&P**

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

* To predict the rainfall and the crops that could be grown on a particular region based on the rainfall that that has been predicted.

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

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**Identify strong TR & EM**

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| --- | --- | --- | --- | --- |
| **Identify strong TR & EM** | **3. TRIGGERS TR**   * Seeing their neighbors using our application, planting/growing the crops and getting benefitted with the huge amount of profit. | **10. YOUR SOLUTION SL** | 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. |  |
| **4. EMOTIONS: BEFORE / AFTER EM**   * Dejected, insecure > conﬁdent, in control, satisfactory. |