

Project Title:

Project Design Phase-I - Solution Fit Template

Team ID: PNT2022TMID41618

Define CS, fit into CC

### 1. CUSTOMER SEGMENT(S)

Farmers those who engage in agricultural operations like crop growing, harvesting and selling.



### 6. CUSTOMER

- Less knowledge and development towards the current environment changes and technologies.
- Lack of awareness
- Network issues

### 5. AVAILABLE

- Traditional ways of prediction
- Precision farming

Explore AS, differentia

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

- Helps them to understand data from different sources to obtain better understanding the crop yields.
- Help them to use software applications and predictions to improve the agricultural output.

### 9. PROBLEM ROOT CAUSE

- Various disease on the plants can be lead to reducing the quality of the crops productivity.
- The insects on the plants can spread the disease.
- Soil conditions
- Water availability.

### 7.

- Try to get from agricultural experts
- Try to take up non-natural means of cultivation for quicker harvest

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

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

	<div><div>3. TRIGGERS</div><div>TR</div><div>Observing that their neighbouring farmers are using natural or artifical ways to produce a higher yield.</div></div>	<div><div>10. YOUR SOLUTION</div><div>SL</div><div><div><div></div></div><div>The solution for the problem, creating data report using past datasets.</div></div><div><div><div></div></div><div>Creative IBM cognos dashboard could make them better understand easily</div></div></div>	<div><div>8. CHANNELS of BEHAVIOUR</div><div>CH</div><div>8.1 ONLINE</div><div>What kind of actions do customers take online? Extract online channels from #7</div><div>8.2 OFFLINE</div><div><div><div></div></div><div>Try to use pesticides and fertilizers that increase gain but cause harm.</div></div><div><div><div></div></div><div>Irrigation channel changes.</div></div></div>
	<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div><div>Before: Most of the farmers have Stress, and loosing self confidence</div><div>After: Gain of self confidence</div></div>		