

PROJECT DESIGN PHASE-I
PROBLEM – SOLUTION FIT

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|------------------------|--|
| Date | 23 October 2022 |
| Team ID | PNT2022TMID29302 |
| Project Name | Project - “EXPLORATORY ANALYSIS OF RAIN FALL DATA IN INDIA FOR AGRICULTURE” |
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| Maximum Marks | 2 Marks |

Problem – Solution Fit:

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 problembehavior 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 group.

1. CUSTOMER SEGMENT(S)

- 🔹 Farmers
- 🔹 Investors
- 🔹 Public
- 🔹 Agricultural Marketing

6. CUSTOMER CONSTRAINTS

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- 🔹 Lack of water supply
- 🔹 Poor Yield
- 🔹 High Interest rates
- 🔹 Poor Transportation

5. AVAILABLE SOLUTIONS

- 🔹 Farmers Educated Farmers
- 🔹 Water storage
- 🔹 Taking crop Insurance

2. JOBS-TO-BE-DONE / PROBLEMS

Farmers facing problems in two ways:

- 🔹 Dry Land Area due to water scarcity.
- 🔹 Wet Land Area due to rain

9. PROBLEM ROOT CAUSE

- 🔹 Climate Change
- 🔹 Deforestation
- 🔹 Low yield in Agriculture
- 🔹 Power Plants
- 🔹 Pollution
- 🔹 Soil fertility
- 🔹 Global Warming
- 🔹 Burning Fossil Fuels

7. BEHAVIOUR

- 🔹 Releasing stagnant water from farmlands
- 🔹 Store the fully grown crops at safe place
- 🔹 Pruning of damaged plants regularly
- 🔹 Improving water drainage in fields

10. YOUR SOLUTION

8.1. ONLINE

8. CHANNELS of BEHAVIOUR

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Implementing Innovative techniques to overcome the loss of crops.

4. EMOTIONS: BEFORE / AFTER

- 💧 **Before:** Loss of Crops, Low Yield
- 💧 **After:** Rainwater Management, Usage of required water.

💧 By predicting the rainfall before rain, it will be useful for the farmers to

get high yield of crops.

💧 Safeguarding of food crops.

- 💧 Making E-Commerce for crops
- 💧 Enlarge the customer base

8.2. OFFLINE

- 💧 By visiting another farmer's market
- 💧 Marketing through Newspapers and Magazines