

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