PROJECT DESIGN PHASE – 1
PROBLEM SOLUTION FIT

Team ID	PNT2022TMID20635
Project Name	Estimate The Crop Yield Using Data Analytics
Maximum Marks	2 Marks

PROBLEM SOLUTION FIT CANVAS:

Why Problem-Solution fit canvas?

- Solve complex problems in a way that fits the state of your customers.
- Succeed faster and increase your

    solution adoption by tapping into

    existing mediumsand customer

    behaviour.

- Sharpen your communication and marketing strategy with the right triggers and messaging.
- Increase touchpoints with your company by finding

    the right problem-behaviour fit and build trust,

    solving frequent annoyances or urgent / costly

    problems.

- Based on Lean Startup, Design Thinking, Lazy User Model

    (LUM) principles and fundamentals of UserExperience

    design.

Business Problem	Solution ideas	Business Outcomes
What business have you identified that needs help?	List product, feature, or enhancement ideas that help your target audience achieve the benefits they're seeking.	(Changes in customer behavior)

Business Problem

Shortage of professional wmtn•

Dissatisfaction of customers inrougn

Mis-conception of BA's scope

Solution ideas

existing market

Be selective h.

Reward loyal customers

Business Outcomes

Turn to rigorously tested research on customer behaviour

Understand the three types of customers - Unconflicted(61%), Spendthrifts(15%), Tightwads(24%)

Highlight strengths by admitting short comings.

Users & Customers

Loyal customers-will elevate your brand through word of mouth.

Informed customer-engages with high quality. ex: product video.

Impulsive customer-purchases goods or service without planning in advance.

User Benefits

Increasing innovation and productivity to increase both yield and profits.

Greater understanding of envi nental challenges. Ex: Unpredictable weather, Severe storms.

Reducing waste and improving profits and improving supply chain management.

Solution ideas

âi*•? ?â •=/•ñé?îCi*   iil° ñ â   ;¿¿ „ ‐ •'

What's the most important thing we need to learn first?

Knowledge of data visualization tools

Define your objective.

Identify the business problem, know your stake holders and define your success

Whats"the'lea'st amountoiwork'weneed"""todotolearn the next most important thing?

Problem solving skills

Provide updated information

Increased quality of response