

Project Title: Estimate crop yield using data analytics

Project Design Phase-I - Solution Fit Template

Team ID: PNT2022TMIN19454

Problem-Solution fit canvas 2.0		Purpose / Vision	
Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? I.e. working parents of 0-5 y.o. kids <div>Farmers and Consumers</div>	6. CUSTOMER CONSTRAINTS CC What constraints prevent your customers from taking action or limit their choices of solutions? I.e. spending power, budget, no cash, network connection, available devices. <div> <ul style="list-style-type: none"> ➤ Data Lives in Silos ➤ Data Formats are not Optimized ➤ Data Errors ➤ Data Storage ➤ Fast Retrieval </div>	5. AVAILABLE SOLUTIONS AS Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? I.e. pen and paper is an alternative to digital notetaking <div>Data analytics provides farmers granular data on rainfall patterns, water cycles, fertilizer requirements, and more. This enables them to make smart decisions, such as what crops to plant for better profitability and when to harvest. The right decisions ultimately improve farm yields.</div>
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. <div>Data analytics can help farmers monitor the health of crops in real-time, create predictive analytics related to future yields and help farmers make resource management decisions based on proven trends. Reducing waste and improving profits.</div>	9. PROBLEM ROOT CAUSE RC What is the real reason that this problem exists? What is the back story behind the need to do this job? I.e. customers have to do it because of the change in regulations. <div>There are increasing pressures from climate change, soil erosion and biodiversity loss and from consumers concerns about how it is produced.</div>	7. BEHAVIOUR BE What does your customer do to address the problem and get the job done? I.e. directly related: find the right solar panel installer; calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace) <div> <ul style="list-style-type: none"> ➤ Self-sufficiency ➤ Privacy ➤ Competition ➤ Detail ➤ Distrust </div>
3. TRIGGERS TR What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. <div>Estimate production early in the year and check the validity of farmers.</div>	10. YOUR SOLUTION SL If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour. <div>We design dashboard to monitor the market conditions as well as consumer behavior towards the finished goods and other variables that will help them to plan the entire process.</div>	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 <div>Online consumer behavior is the process of how consumers make decisions in marketing board</div> 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. <div>Prefers to newspapers and telephonic media</div>	
4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem or a job and afterwards? I.e. lost, insecure > confident, in control - use it in your communication strategy & design. <div>They may get frustrated</div>			

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

Focus on TR & EM

Extract online & offline CH of BE

Explore AS, differentiate

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