Project Title: Fertilizers Recommendation System For Disease Prediction

Project Design Phase-I - Solution Fit   **Team ID:** PNT2022TMID19112

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS

Farmers who can't access the officials to get recommendation of fertilizers for the disease the crops are facing.

6. CUSTOMER CONSTRAINTS   CC

Network connections: Availability of highspeed network connection in remote areas.

Lack of awareness on how to handle smart devices.

5. AVAILABLE SOLUTIONS   AS

Farmers used to go to local research centres or relay on their knowledge to get their recommendations for solving the problem.

Pros: people are easy to trust
Cons: Availability of experts all the time and time to come up with a valid recommendation.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

- Easily accessible
- Remote access
- Accurate results
- Cost free

9. PROBLEM ROOT CAUSE   RC

Diseases occur without any warning and often damages the crop before the farmers can get to choose the right fertilizers to tackle the situation. Government awareness campaigns are less successful due to lack of interest.

7. BEHAVIOUR   BE

Find the right fertilizers and the right amount to be used to get the job done.

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

3. TRIGGERS

TR

Campaigns to bring awareness on how software can revolutionize the agriculture industry

4. EMOTIONS: BEFORE / AFTER

EM

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Tired of going to the experts to get the recommendations and communication problems
> Ease of access prompts them to be work effectively and then can communicate in their own language

10. YOUR SOLUTION

SL

Farmers can get an instant solution for the disease they are facing and get to work instantly. Saving valuable time and money

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

Look for reviews and find suitable fertilizers for the disease.

8.2 OFFLINE

Calculate the right amount of fertilizers to be used
Using the fertilizer sprayers
Adopting new irrigation techniques