Problem-Solution fit canvas 2.0

Define CS, fit into

1. CUSTOMER SEGMENT(S) — CS

- Farmers
- sale people
- Public

6. CUSTOMER CONSTRAINTS — CC

- Cost limitation
- Time limitation

5. AVAILABLE SOLUTIONS — AS

- Internet
- Knowledge about application
- Devices

Explore AS,

Focus on J&P, tap into BE, understand

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Dryland agriculture

9. PROBLEM ROOT CAUSE — RC

- Climate changes
- Biodiversity loss
- Investment

7. BEHAVIOUR — BE

focuses on the nature of decision making by farmers and on the many influences which affect such decisions.

Focus on J&P, tap into BE, understand

Identify strong TR &

3. TRIGGERS — TR

To create an innovation to predict weather to save water and crops

4. EMOTIONS: BEFORE / AFTER — EM

lack of stored water available in dryland – rainfall harvesting

10. YOUR SOLUTION — SL

- Significant need for an appropriate irrigation system considering rising water scarcity
- Reducing post-harvest losing

8. CHANNELS of BEHAVIOUR — CH

1. ONLINE

- E-Commerce for agriculture business
- Expanded Customer Base

8.2 OFFLINE

- By Visiting a farmers' market Contact
- Your local newspapers or area magazines.

Extract online & offline CH of