Project Design Phase-I
Problem – Solution Fit

Date	23September 2022
Team ID	PNT2022TMID14023
Project Name	Project -Exploratory Analysis of Rainfall Data in India for Agriculture
Maximum Marks	2 Marks

Problem Solution Fit:

	1. CUSTOMER SEGMENT(S) CS	6. CUSTOMER CONSTRAINTS CC	5. AVAILABLE SOLUTIONS AS	
Define CS, fit into CC	➢ Farmers ➢ Sales people ➢ public	➢ Cashless ➢ budget	➢ Internet -Using online weather forecasting resource like ➢ Application knowledge	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P To forecast the amount of rainfall and the crops that might be cultivated in a specific area based on the amount of rainfall	9. PROBLEM ROOT CAUSE RC ➢ Loss of biodiversity ➢ Climate change ➢ Investments	7. BEHAVIOUR BE ➢ Find the best crop that could be cultivated in their area and foresee the advantages. ➢ Customers will experience inner calm and relaxation, which is an indirect association.	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TR ➢ To develop a weather prediction invention to conserve water and agriculture 4. EMOTIONS: BEFORE / AFTER EM Lack of available storage for water in arid areas - relying on rainfall	10. YOUR SOLUTION SL ➢ Considerable need for an effective irrigation system given the growing water shortage ➢ Reducing post-harvest losses	8. CHANNELS of BEHAVIOUR CH They would look for a website that predicted the weather online. 8.2 OFFLINE Through going to a farmers' market Contact your neighbourhood magazines or local newspapers.	Extract online & offline CH of BE