# Project Design Phase-I Problem – Solution Fit Template

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| Date | 27 September 2022 |
| Team ID | PNT2022TMID22809 |
| Project Name | SmartFarmer - IoT Enabled Smart  Farming Application |
| Maximum Marks | 2 Marks |

**Problem – Solution Fit Template:**

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer’s problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why.

# Purpose:

* Solve complex problems in a way that fits the state of your customers.
* Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
* Sharpen your communication and marketing strategy with the right triggers and messaging.
* Increase touch-points with your company by finding the right problem- behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.

# Understand the existing situation in order to improve it for your target group.



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

**AS**

**5. AVAILABLE SOLUTIONS**

Which solutions are available to the customers when they face the problem

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.

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

Who is your customer?

i.e. working parents of 0-5 y.o. kids

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)

**BE**

**7. BEHAVIOUR**

What does your customer do to address the problem and get the job done?

**RC**

**9. PROBLEM ROOT CAUSE**

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.

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

**Explore AS, differentiate**

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

**Deﬁne CS, ﬁt into CC**

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

Farmers who want to use modern technology Beginner farmers

Maintain Crops and increase yield production Provide remote access to their land

Improve soil quality

No Modernization Sticking to the old things Cope with climate change Decrease in soil quality

Incorporate new technology in agriculture.

Need to gather information from various farmers Need to use things that improve soil quality

Initial Invest cost Internet Access

Unable to access right resources

Don't know whether the product will work or not

Make sure that they know their requirements Make sure that product meets their requirements Cost of the product and performance

Scalability of the product Customer service

Remote Access and Security

Team ID

PNT2022TMID28579

Project Title :-

SmartFarmer - IoT Enabled Smart Farming Application

Purpose / Vision

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Identify strong TR & EM** | **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. | **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. | 1. **CHANNELS of BEHAVIOUR CH**     1. **ONLINE**   What kind of actions do customers take online? Extract online channels from #7   * 1. **OFFLINE**   What kind of actions do customers take ofﬂine? Extract ofﬂine channels from #7 and use them for customer development. | **Extract online & ofﬂine CH of BE** |
| **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. |

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Farmers know to improve their soil quality and improve productivity.

Before - Low production, Need to visit land daily. After - High Production, No need to visit land daily.

Make sure whether the product provides best solution and provides control to most of things. Crop inspection and check their production.

To design an application which helps to monitor and controls the land operations.

By using various sensors data are used to provide suggestions and current status of land.

To improve production, soil quality through our app. Our solution allows the farmers to incorporate new technology.