Project Title: **Project Design Phase-I - Solution Fit Template** **Team ID:** PNT2022TMID13569

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

Customer is a farmer who has the ability to produce good quality of foods

6. CUSTOMER CONSTRAINTS

major financial, situational and marketing constraints faced by the farmers in cultivation of major crops

5. AVAILABLE SOLUTIONS AS

data analytics in crop production enables businesses to predict agricultural yields and better crop quality.

Explore AS, differentiate

Focus on J&P, tap into BE,

2. JOBS-TO-BE-DONE / PROBLEMS

- Product quality,time and delivery cost.
- High level of competition.
- lack of skills and resources

9. PROBLEM ROOT CAUSE RC

- Availability of good quality of seed
- May lead to loss
- Imbalance between supply and demand

7. BEHAVIOUR BE

i.e. directly related: find the right solar panel installer, calculate usage and

- Planning and commitment
- requires perseverance and self-motivation
- encouraging bio diversity functions on the farm

Focus on J&P, tap into BE,

Identif

3. TRIGGERS TR

- establishing protection from pets to avoid crop damage
- supplying the nutrients and water at optimal level to decrease crop failure and increase crop productivity.

4. EMOTIONS: BEFORE / AFTER

Before:

Farmer's life was **very hard**. Customer(farmer) worked on farms and had to use their own strength to plow their fields and harvest their crops. Farmers did have animals to help but handling the animals could also be difficult

After:

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

10. YOUR SOLUTION

SL

data analytics in crop production had shown great results in forecasting crop production and improving crop yields.

8. CHANNELS of BEHAVIOUR CH

8.1 ONLINE

Crop production is *based on* data *from* sensors, cloud platform storage and *data analytics* which has been work in online

8.2 OFFLINE

Farmers(customers) need to check the crop frequently .