

Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Farmers and cultivators	6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL High cost, more power and sometimes harmful to humans	5. AVAILABLE SOLUTIONS <small>PROS & CONS</small> AS Electric fences and scarecrows were the methods already used by farmers for crop protection	Explore AS, differentiate
	2. PROBLEMS / PAINS + ITS FREQUENCY PR <div> The existing electric fences method for crop protection is not considered as the best solution <div> Animals attack fields before harvest </div> </div>	9. PROBLEM ROOT / CAUSE RC The animals in search of food, enter the field and damage all the crops before harvesting. It affects the yield terribly.	7. BEHAVIOR + ITS INTENSITY BE <div> Directly related: Farmers made electric fences and scarecrow to fear the animals. <div>Whenever the animals attack the field, related behavior happens</div> </div> <div> Indirectly related: Involved human labours. </div>	
3. TRIGGERS TO ACT TR <ul style="list-style-type: none"> Seeing other farmers installing Smart crop protection system. Reading about the system in advertisements 	10. YOUR SOLUTION SL The device will detect the animals and birds. It generates an alarm and avoid animals from destroying the crop. The device will also monitor the soil moisture levels, temperature, humidity values and also control the motors.	8. CHANNELS of BEHAVIOR CH <div> ONLINE Extract channels from behavior block </div> <div> OFFLINE Extract channels from behavior block and made the setup available offline for customer development use. </div>	Extract online & offline CH of BE	
4. EMOTIONS <small>BEFORE / AFTER</small> EM Farmers get frustrated when their crops were destroyed / Being boosted and happy after the solution has installed.				

Identify strong TR & EM