

# PROBLEM SOLUTION FIT

DEFINE CS , FIT INTO CC

## 1.CUSTOMER SEGMENTS

CS

Who is your customer ?

Our project, Smart Crop Protection System involves farmers, plants, crops, etc.. Farmers are the customers to buy the product.

IDENTIFY STRONG TR AND EM

## 3. TRIGGERS

TR

What triggers the customer to act ?

It is impossible for farmers to barricade entire fields or stay there 24/7 to guard it.

EXPLORE AS , DIFFERENTIATE

## 5. AVAILABLE SOLUTIONS

AS

What are the already existing solutions to the problems faced by the customers , also their pros and cons ?

The world wide web has made it almost impossible to live under a rock, but finding a reliable one-stop shop to engage with your news can be challenging.

FOCUS ON J&P,TAP INTO BE, UNDERSTAND RC

## 7.BEHAVIOUR

BE

How does the customer address the problem ?

User experience, content performance, popularly sharing the news, converting rate optimization, website accessibility.

FOCUS ON J&P,TAP INTO BE, UNDERSTAND RC

## 2.JOBS TO BE DONE

J & P

Which jobs to be done (problems) would you address for your customers?

Crops on farms are many times ravaged by wild animals like buffaloes, cows, etc., leading to huge losses for the farmers. So we propose automatic crop protection system

## 4. EMOTIONS: BEFORE/AFTER

EM

What do the customers feel before and after facing a problem ?

Fear, anger, satisfaction. Customers are prone to many sentiments whilst facing problems.

## 6.CUSTOMER CONSTRAINTS

CC

What are the constraints which restrict the solutions available and actions taken by the customer ?

Service providers ought to cater to the needs of their customers as well as satisfy their needs.

EXTRACT ONLINE & OFFLINE CH OF BE

## 8.CHANNELS OF BEHAVIOUR

8.1 ONLINE

CH

What kind of actions do the customer take in online mode ?

A few local stories were the result of formal partnerships but the majority were done independently

8.1 OFFLINE

What kind of actions do the customer take in offline mode ?

Offline advertising plays a significant role, on the basis of display advertisement expenditure.