

Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Who is your customer? Farmers	6. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or limit their choices of solutions? Crop livestock available, Anticipated some amazing cultivation, Insecticides and pesticides available	5. AVAILABLE SOLUTIONS Which solutions are available to the customers when they face the problem or need to get the job done? Uses sensors to monitor the crop field and automate the irrigation system (light, humidity, temperature, soil moisture, crop health, and so on). Farmers can keep an eye on their fields from anywhere	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? Cope with climate change, and use according to the soil type and maintain smart irrigation.	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? Due to the inability to predict environmental factors in advance, production estimation, the customer faces the consequences.	7. BEHAVIOUR What does your customer do to address the problem and get the job done? directly related: find the right sensing and real time monitoring devices	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS What triggers customers to act? i.e. seeing their neighbour installing smart farming, reading about a more efficient solution in the news, exploration and decide	10. YOUR SOLUTION 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. Results in high quality produce and healthy cattle. With the use of many smart farming sensors, and wearables, one can get real-time update with a touch of the screen.	8. CHANNELS of BEHAVIOUR 8.1 ONLINE What kind of actions do customers take online? With help of various online channel farmers can predict the behaviour of environmental factors 8.2 OFFLINE What kind of actions do customers take offline? Buying sensing devices and security camera from authorized shops for crop production	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, low yield -> high yield, depressed state -> cheerful state			



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