

# Problem-Solution fit

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> Farmers, Fertilizer, Seller	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> No cash, Spending Power, No man power, Budget, Saves Time	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> Separate person is appointed for evaluating crops is an alternative for AI technology	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> To find whether all crops are in healthy condition and if it causes any disease AI should Intimate and rectify it.	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> Usage of wrong fertilizer for the crops at inappropriate situation Agriculture is the only main source of income for the farmers but, it is getting affected by the above problem which results in loss of income.	<b>7. BEHAVIOUR</b> <span>BE</span> Directly Related: Giving right data to software for evaluating Indirectly Associated : Customer spends free time on checking fertilizer	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<b>3. TRIGGERS</b> <span>TR</span> Loss of income makes the farmer to trigger into this software. <hr/> <b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> Sad > Happy Farmers are sad because the crop gets affected by some disease and it is rectified by using AI	<b>10. YOUR SOLUTION</b> <span>SL</span> As the main source of income for the farmers is getting highly affected we came up with an solution by using AI. Our technology helps in finding the defected crops and provide suitable fertilizer for the particular affected crop. This helps the farmer to know what type of fertilizer to be used for the affected crops. This results in reducing man power, cost, budget and time	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span> 8.1 : Online Customer can evaluate the health of the crops <hr/> 8.2 : Offline Can access their inbuild resources	Extract online & offline CH of BE