

*Project Name : Estimate the Crop Yield using Data Analytics*

*Team ID : PNT2022TMID30683*

*Project Design phase - 1 : Problem Solution Fit*

### 1.CUSTOMER SEGMENTS CS

Who's your customer

**Agronomist**

### 6.CUSTOMER LIMITATIONS

Farmers need to limitation factors for example?

Farmers markets are well known for their significant contributions to the growth of local food systems, the encouragement of small farms, the stimulation of local economic activity, the addressing of issues relating to food access and security, and the creation of opportunities for community building.

### 5.AVAILABLE SOLUTIONS AS

What kind of solution for agriculture ?

Farmers are given access to adequate education. Provision of a large Land Area to Farmers lowering the price of farmer inputs for farmers. Encouragement of Age and Gender in Agriculture Encourage farmers to join cooperative societies.

### 2.PROBLEMS / PAINS PP

What problem do you solve for your customer?

Farmers deal with problems including high production costs and low profits, excessive taxes on agricultural inputs, etc. Explanation: Farmers currently deal with a variety of issues.

### 9.PROBLEM ROOT CAUSE

What is the cause of every problem on the list?

India's agriculture still faces challenges such as the adaptation to climate change disturbances, fragmented landholdings, low farm productivity, and high food price volatility.

### 7.BEHAVIOR BE

How often does this related behaviour happen?

The majority of small-scale, family farmers choose agriculture as a career because they enjoy growing things. Their passion and motivation come from the hands-on, daily production activities. in terms of marketing. Many farmers, however, choose a more passive strategy, thinking that if it grows, it

### 3.TRIGGERS TO ACT TR

What triggeres customer to act?

What prompts consumers to take action? for instance, seeing their neighbour install solar panels or reading in the news about a more effective method.

### 4.EMOTIONS EM

How do clients feel both during and after an issue or a job?

Use the contrast—for example, lost, insecure versus confident, in charge—in your communication strategy and design.

### 10.YOUR SOLUTION SL

Write down your current solution first, fill in the canvas, and assess how well it corresponds with reality if you are working on an existing firm. If you are developing a new business proposition, leave the canvas blank until you have filled it in and developed a solution that satisfies the needs of the target market, addresses a problem, and takes into account the behaviour of the target market.

In light of regional conditions and extreme weather, we will advise farmers to Drought and heat can also assist farmers in increasing food production without harming ecosystems.

### 8.CHANNELS OF BEHAVIOR CB

8.1:ONLINE-where does this behaviour happen?

8.2:OFFLINE-what kind of action do customers take offline?

8.1: Nil

8.2: Farmers who want to boost their fields' average crop production per acre must have a well-organized irrigation system on standby.