Project Title: **Project Design Phase-I - Solution Fit Template** **Team ID:** PNT2022TMIDxxxxxx

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

The farmers

6. CUSTOMER CONSTRAINTS CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

pests, high cost of inputs, shortage of land, weed Infestation, shortage of inputs, low yield , poor Quality of seed and poor soil fertility were identified as important crop protection constraints.

5. AVAILABLE SOLUTIONS AS

Which solutions are available to the customers when they face the problem
or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

Duo to the affect of crops the financial status leads to down.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

Crop protection helps to keep plants healthy and Maintain sustainable yields.

9. PROBLEM ROOT CAUSE RC

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

Not getting awareness on crop protection

7. BEHAVIOUR BE

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

Certain cultural practices can prevent or reduce insect crop damage .these include destruction of crop residues, deep plowing,crop rotation, use of fertilizers, strip-cropping, irrigation and scheduled planting operation.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS TR

What triggers customers to act? i.e. seeing their neighbour installingsolar panels, reading about a more efficient solution in the news.

Introducing efficient farming methods requires growers' appropriate plant protection strategy and training.

4. EMOTIONS: BEFORE / AFTER EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design

BEFORE:

Crops are destroyed by animals and the crop protection become less this makes customer Worry.

AFTER:

After using this method runs by sensors crops are being protected and the yield will be high and the customer need not to be worry

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.
If you are working on a new business proposition, then keep it blank until you fill inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

These animals and birds are detected before a particular distance from the crops by using PIR sensors.

8. CHANNELS of BEHAVIOUR CH

ONLINE

What kind of actions do customers take online? Extract online channels from #7

OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7and use them for customer development.

ONLINE:

Customer should directly make connection from the sensors to their mobile

Phones so that they can take actions through online

OFFLINE:

Use of electrical fencing

Identify strong TR & EM