Problem-Solution fit canvas 2.0

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)
Who is your customer?

Farmer are our customers

6. CUSTOMER CONSTRAINTS
What constraints prevent your customers from taking action or limit their choices of solutions?

The availability of device, proper network facilities and budget are several constraints. Knowledge about the application.

5. AVAILABLE SOLUTIONS
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?

Most commonly used irrigation type is drip irrigation the most common disadvantages is when the water is not filtered properly, the tubes will get affected easily. In smart farming we can use solar empowered smart irrigation system to overcome this.

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?

To make farming easier more quantitatively.
1. Analysis of soil.
2. Monitoring the climatic condition.
3. Automatic irrigation and fertilizing methods.

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?

When there is no knowledge about the soil problem arises on what to be sowed. Climatic conditions also plays a major role. Knowledge on how to water the plants accordingly.

7. BEHAVIOUR
What does your customer do to address the problem and get the job done?

The customers will reach us when they don't have idea on how to analysis the soil and to improve the current irrigation system.

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

Identify strong TR & EM

3. TRIGGERS   `TR`
What triggers customers to act?

To get correct accuracy on what to be done on the farm and to produce more crops and livestocks more quantitatively.

4. EMOTIONS: BEFORE /AFTER   `EM`
How do customers feel when they face a problem or a job and afterwards?

When the productivity increases the farmer will be satisfied with the productivity. Irrigation will be more efficient than the methods which we used before.

10. YOUR SOLUTION   `SL`
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 in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

There will be less weed growth, Maximum use of water efficiently. Control of soil erosion and maximum crop yield.

8. CHANNELS of BEHAVIOUR   `CH`
1. ONLINE
What kind of actions do customers take online?

In online mode will do digital marketing using advertisements.

8.2 OFFLINE
What kind of actions do customers take offline?

We will reach the customer directly ask about their problems and provide effective solutions. If their problems match our application and provide them knowledge about our application to make their farming even more easier.

Extract online & offline CH of BE

⭐ AMALTAMA