Problem-Solution fit canvas 2.0

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS
Who is your customer?
i.e. working parents of 0-5 y.o. kids

1) The goal of customer analytics is to create a single, accurate view of an organization's customer base, which can inform decisions about how to best acquire and retain future customers.

2) It can also identify high-value customers and suggest proactive ways to interact with them.

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.

LIMITATIONS:
1) Lack of mechanism
2) Soil erosion
3) Agricultural Marketing
4) Inadequate storage facilities
SOLUTION:
   Technology that uses big data helps agricultural producers make decisions

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

INADEQUATE TRANSPORT: SOLUTION
   1) Most roads in the rural areas are kutcha (bullock-cart roads) and become useless in the rainy season.

   2) Linking each village by metalled road is a gigantic task and it needs huge sums of money to complete this task.

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.

1) Various seasonal, economical and biological factors influence the crop production but unpredictable changes in these factors lead to a great loss to farmers.

2) It is also one of the country which suffer from major natural calamities like drought or flood which damages the crop which cause huge financial loss for the farmers and economical stability of the country.

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.

1) The proposed guidelines were also relevant for understanding and to simulate the influence of change in climate conditions and usage of cultivable land changes from national to global scales.
2) At present we are the immense need of another green revolution to supply the food demand of growing population.with the decrease of available cultivable land, it is almost impossible to report higher crop yield.

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)

1) Agricultural based big data analytics is one approach, believed to have a significant role and positive impact on the increase of crop yield by providing optimum condition for the plant growth and decreasing the yield gaps and the crop damage and wastage.

2) Big data analytics methods related to the rice crop yield prediction and estimation will certainly support the farmers.

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 installing solar panels, reading about a more efficient solution in the news.

1) Take an omnichannel communication approach.
2) regularly ask for customer feedback.

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.

It is used to measure the crop that are produced enough food supply and energy sources.

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.

LACK OF MECHANISATION:
   Agricultural implements and mechinery are a crucial input for efficient and timely agricultural operational, facilitating multiple cropping and there by increasing production.
SCARCITY OF CAPITAL:
   Agriculture is an important industry and like all other industry is also require capital.

8. CHANNELS of BEHAVIOUR — CH
8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

Online communication through internet, customers now see online advertisements of various brands.it is the fast catching up.

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

1) It create relationship between salesperson and customer.
2) Rely face-to-face interaction.

Extract online & offline CH of BE

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