

# Problem-Solution fit

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span>  Our customers are farmers, public people and distributors.	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span>  No man power, Low cost, Saves Time, Better production.	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span>  Using man power other than alternative solution for help to increase the productivity and maintain accuracy by using 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 evaluate all crops are in healthy conditions and AI can used to detect the disease and intimate very short time by earlier.	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span>  Usage of harmful fertilizer for crops at unsuitable situation. Agriculture is the main source of income for farmers but the above problem which results decrease the fertility of crops and loss of income.	<b>7. BEHAVIOUR</b> <span>BE</span>  Directly Related: Give correct data to software for evaluating the crop fields.  Indirectly Associated: Customers spends free time to identify on checking fertilizers with the distributors.	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<b>3. TRIGGERS</b> <span>TR</span>  Loss of crop yield and income makes farmer to trigger into the software.  <b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span>  In the above situation, it identifies farmers are sad because the crops might affected by some plant diseases. So it can be solved by using AI.	<b>10. YOUR SOLUTION</b> <span>SL</span>  As I already convey the message that the main source of income for farmers is highly affected so we came up with solution by using AI. It helps farmers to know about what type of fertilizers can be used in affected crops. It improves and give results to increase the fertility and reducing man power cost and saves time.	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span>  Online: Customer can easily monitoring the health of crops by using software.  Offline: Can access their inbuild resources.	Extract online & offline CH of BE