

## **Project Design Phase – 1**

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

**Team ID:** PNT2022TMID14253

### **Problem Solution Fit Document:**

#### **CUSTOMER SEGMENT(CS)**

1.) Who is our customers?

The Farmers who work in the fields and yield corps and Individuals associated with agricultural activities, cultivations, harvest, and sales of the harvested goods.

#### **JOBS-TO-BE-DONE/PROBLEMS**

- Helps them to understand the usage of prediction and software for better results in agriculture
- Data is to be collected and awareness should be brought in order to orchestrate the above mentioned.

#### **TRIGGERS:**

Seeing their neighbor farmers have better yield by usage of natural or non-natural means

### **PROBLEM ROOT CAUSE:**

#### **1.) WHAT IS THE REAL REASON THAT THIS PROBLEM EXIST?**

The problem exists because of the climate changes, soil condition because of continuous cropping, unknown form pest attacks precaution them.

### **YOUR SOLUTION:**

An interactive, visualization dashboard that precisely indicates the predictions of the needed parameters for farmers to get insights about what is needed it is a one-step solution and there is no extra setup that is required.

### **EMOTIONS: BEFORE / AFTER:**

#### **1.) 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 and design.

Many Farmers in India have committed to suicide because of the loss they faced in agriculture

### **AVAILABLE SOLUTIONS:**

#### **1.) Which solutions are available to customers when they face the problem?**

They have the dataset. But they do not have the perfect data report, which can help them overcome their problem.

### **CUSTOMER CONSTRAINTS:**

1.) WHAT CONSTRAINTS PREVENT YOUR CUSTOMER FROM TAKING ACTION OR LIMIT THEIR CHOICES OF SOLUTIONS?

Less knowledge and development towards the current environment changes and technologies. They follow ancient methods, which is also worthy but, the climate changes and new kind of pesticides attack make more losses.

### **BEHAVIOUR:**

WHAT DOES YOUR CUSTOMER DO TO ADDRESS THE PROBLEM AND GET THE JOB DONE?

Some farmers do get advice from nearby Agriculture welfare office, many of them do not get it properly. According to them, they cultivate their crops.

Many of the farmers do not have much knowledge to take help from online resources.