Project Design Phase-I - Solution Fit Template

Explore AS, differentiate

1. CUSTOMER SEGMENT(S)

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

customers.



J&P

6. CUSTOMER CONSTRAINTS

available devices.

in plants.

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

Limited of data about diseases in dataset for predicting the diseases

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they

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

Soil based fertilizer system and plant based fertilizer system are some of the existing solutions.

2. JOBS-TO-BE-DONE / PROBLEMS

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

Farmers and Persons who want to

grow plants are the major

A machine learning model to efficiently analyze disease in plants and suggest suitable fertilizer for the curing and prevention of disease.

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?

i.e. customers have to do it because of the change in

Mainly plants are affect by diseases due abnormal functionalities and also by external factors mainly like pathogens.

7. BEHAVIOUR

RC

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)

Can be accessible easily, and get the solution to the problem efficiently by using the automated system.

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

BE

3. TRIGGERS

7

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

Help the farmer to get the suitable fertilizer with automatic machine learning system.

4. EMOTIONS: BEFORE / AFTER

EM

TR

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.

Worried about disease $\rightarrow \rightarrow$ happy with preferred fertilizer

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

A system can be build using machine learning with neural networks which detect the disease and suggest the suitable fertilizer using the trained model.

8. CHANNELS of BEHAVIOUR



8.1 ONLINE

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

Farmers need to know about this system and should make use of it.

8.2 OFFLINE

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

Farmers should take the clear image of disease and upload it to the system.