Project Title: <u>Estimate the Crop Yield using Data Analytics</u>   **Project Design Phase-I – Solution Fit Template**   **Team ID: PNT2022TMID46778**

Maximum Marks: 4 Marks   **Date: 01 October 2022**

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

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

> **The Customers are the "FARMERS" whose full time job is farming.**

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.

> **The limits for farmers are that the usage of water supply ,need of money to buy requirements for the enhancement of farming , need of effective fertilizers and need of resource allocation analysis.**

Explore AS, differentiate

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

> **If rainfall does not occur ,then Farmers can utilize the ground water or any form of water for the growth of crops.**

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.

> **The climate change conditions and availability of water are the main problems that occur during cultivation. So, the user is recommended to plan accordingly to the situation.**

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.

> **The main root cause of the problem is the availability of water.This leads to "Water Scarcity".So, this can be taken as the major real problem for the user.**

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)

> **The availability of water can be made correctly and accurately using data driven form of approach.**

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.

> **The triggers include that the high yield is being obtained by the nearby lands which leads to trigger that being same seeds used in user's land.**

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.

> **The loss- includes the rainfall pattern variation.**
> **Insecure- includes the interruption of other species.**

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.

> **The solution is that need of allocation of resource and also need of data driven approach for the cultivation of crops.**

8. CHANNELS of BEHAVIOUR — CH

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

> **The kind of actions in online include the uploading data of area , location and moisture of soil of the land of the user**

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

> **The kind of actions in offline include the survey of land and moisture of soil by the agricultural experts.**