**Project Title:** Estimate the crop yield using Data Analytics    **Project Design Phase-I - Solution Fit Template**    **Team ID:** PNT2022TMID13569

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| **1. CUSTOMER SEGMENT(S)** `CS`<br><br>Farmers and cultivators. | **6. CUSTOMER LIMITATIONS** EG. BUDGET, DEVICES `CL`<br><br>1. Lack of Awareness<br>2. Lack of knowledge about quality of soil, its water requirements and other aspects.<br>3. Monetary problems. | **5. AVAILABLE SOLUTIONS** PROS & CONS `AS`<br><br>• Prediction by means of traditional aspects.<br>• Farming prediction by experienced farmers. |
| **2. PROBLEMS / PAINS** + ITS FREQUENCY `PR`<br><br>To make them understand the usage of software in agriculture for better results.<br>Data has to be collected for software references. | **9. PROBLEM ROOT / CAUSE** `RC`<br><br>• Weather Conditions<br>• Pesticides<br>• Unpredictable climate change<br>• Crop strength<br>• Conditions of soil. | **7. BEHAVIOR** + ITS INTENSITY `BE`<br><br>• Taking non natural methods for quicker cultivation.<br>• Consider multiple ideas from various agricultural experts. |
| **3. TRIGGERS TO ACT** `TR`<br><br>Seeing their fellow farmers have a better yield by using any means.<br><br>**4. EMOTIONS** BEFORE / AFTER `EM`<br><br>Before : Fear and doubtfulness about the software rather than hope.<br>After : Trust. | **10. YOUR SOLUTION** `SL`<br><br>An interactive and visualization dashboard can be formed indicates the predictions about the needs and give accurate info about increasing of crop yield by considering previous crop yield database. It is single solution and no other aspects or setup is required. | **8. CHANNELS of BEHAVIOR** `CH`<br>ONLINE<br>Searching for various ideas in online for better cultivation of crops results in confusion.<br><br>OFFLINE<br>• Usage of pesticides in unnatural ways.<br>• Frequent change of irritation methods. |

Side labels:
- Define CS, fit into CL
- Explore AS, differentiate
- Focus on PR, tap into BE, understand RC
- Focus on PR, tap into BE, understand RC
- Identify strong TR & EM
- Extract online & offline CH of BE