

Project Design Phase – I

Problem Solution Fit

Team Id	PNT2022TMID41344
Project Name	Smart Farmer – Iot Enabled Smart Farming Application

Product Discovery Canvas		Product Name:	Iteration #:	Date:
Vision Statement 1. What are you building? 2. What value does it provide? <div>1</div>	Know your Users & Customers 1. Who are you building this for? 2. What benefit will they obtain? Create Personas: <ul style="list-style-type: none"> Image Description Benefits Actions with the product Discuss Pirate Metrics: Acquisition, Activation, Retention, Revenue, Referral <div>2</div>	Define Goals 1. Business goals? 2. Technology goals? 3. Process Improvement goals? Discuss the frequently occurring problem(s) that the product solves. <div>3</div>	Define Success Measures 1. How will you know the product is a success? 2. What will change for the targeted user community? What are the outcomes (immediate benefit) of having the product? What are the impacts (long-term benefit) of having this product? <div>4</div>	Timeframe for Discovery How much time will you invest in validating the product idea? <div>5</div>
Tell Product Stories Tell stories about users and customers using the product. Talk in descriptive sentences: who is using, what they are doing and why. Capture a descriptive test of what it means for the story to be successful. Gain product understanding by discussing: 1. Examples of users engaged with the product to realize the goals. 2. How realizing the goals impacts a specific type of user. Play "What if", taking different routes on the same goal. Discuss what happens in the event of invalid situations? Construct a User Story Map using all the information collected; it is a visual narrative of product functionality that includes: 1. Goals 2. Personas 3. Benefits realized by users 4. Actions (features) with the product <div>6</div>				
Validate if it is the right Product to build Make sure - as quickly and as cheaply as you can - that you are building the right "it". Get out of the Building. Discover your customers! Conduct prototyping experiments to answer these questions: 1. Do customers want it? 2. Will customers buy it? <div>7</div>		Learn from the Product: Build - Measure - Learn Build a slice of the product (limited features and functionality), measure how customers respond and then learn whether to pivot or persevere. Examine the User Story Map and build a slice (MVP - Minimum Viable Product) from which to conduct validated learning . <div>8</div>		