

PROJECT DESIGN PHASE-I

PROBLEM – SOLUTION FIT

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| Team ID | PNT2022TMID17010 |
| Project Name | “EXPLORATORY ANALYSIS OF RAIN FALL DATA IN INDIA FOR AGRICULTURE” |

Problem – Solution Fit:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer’s problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why.

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ Understand the existing situation in order to improve it for your target group.

“EXPLORATORY ANALYSIS OF RAIN FALL DATA IN INDIA FOR AGRICULTURE”

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| Define CS, fit into CC | <p>1. CUSTOMER SEGMENT(S) CS</p> <ul style="list-style-type: none"> Farmers Investors Public Agricultural Marketing | <p>6. CUSTOMER CONSTRAINTS CC</p> <ul style="list-style-type: none"> Lack of water supply Poor Yield High Interest rates Poor Transportation | <p>5. AVAILABLE SOLUTIONS AS</p> <ul style="list-style-type: none"> Educated Farmers Water storage Taking crop Insurance | Explore AS, differentiate |
| Focus on J&P, tap into BE, understand RC | <p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <p>Farmers facing problems in two ways:</p> <ul style="list-style-type: none"> Dry Land Area due to water scarcity. Wet Land Area due to rain | <p>9. PROBLEM ROOT CAUSE RC</p> <ul style="list-style-type: none"> Climate Change Deforestation Low yield in Agriculture Power Plants Pollution Soil fertility Global Warming Burning Fossil Fuels | <p>7. BEHAVIOUR BE</p> <ul style="list-style-type: none"> Releasing stagnant water from farmlands Store the fully grown crops at safe place Pruning of damaged plants regularly Improving water drainage in fields | Focus on J&P, tap into BE, understand RC |
| Identify strong TR & EM | <p>3. TRIGGERS TR</p> <p>Implementing Innovative techniques to overcome the loss of crops.</p> <p>4. EMOTIONS: BEFORE/ AFTER EM</p> <ul style="list-style-type: none"> Before: Loss of Crops, Low Yield After: Rainwater Management, Usage of required water. | <p>10. YOUR SOLUTION SL</p> <ul style="list-style-type: none"> By predicting the rainfall before rain, it will be useful for the farmers to get high yield of crops. Safeguarding of food crops. | <p>8. CHANNELS of BEHAVIOUR CH</p> <p>ONLINE</p> <ul style="list-style-type: none"> Making E-Commerce for crops Enlarge the customer base <p>8.2 OFFLINE</p> <ul style="list-style-type: none"> By visiting another farmer's market Marketing through Newspapers and Magazines | Extract online & offline CH of BE |