Project Title: Estimate the Crop Yield Using Data Analytics Project Design Phase-I - Solution Fit Template

1. **BEHAVIOUR**

**BE**

* + Try to get help from agricultural experts.
  + Try to take up non-natural means

of cultivation for quicker harvest.

1. **PROBLEM ROOT CAUSE**

**RC**

* + Various disease on the plants can lead to reducing the quality of the crops productivity.
  + The insects on the plants can spread the disease.

Help them understand the usage of prediction and software application for good results in agriculture.

* Data report should to be created to reduce the loss of the crop and earn

more profit in agriculture fields.

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**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

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

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**Explore AS, differentiate**

**Define CS, fit into CC**

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| **1. CUSTOMER SEGMENT(S)** | **6. CUSTOMER CONSTRAINTS** | **5. AVAILABLE SOLUTIONS**  **AS**   * Traditional ways of prediction. * Precision farming. |
| **CS** | **C** |
| Farmers are the customer who wants to | Less knowledge and development towards |
| yield a crop in field. | the current environmental changes and  technologies, they follow ancient methods, |
|  | which is also worthy but, the climatic |
|  | changes and new kind pesticides. |

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|  | 1. **TRIGGERS TR**    * Seeing their crops are being infected by disease and facing huge loss in quality. | 1. **YOUR SOLUTION**   **SL**   * + The solution for the problem, creating data report using past datasets.   + Creating IBM Cognos dashboard could make them better understand easily. | 1. **CHANNELS of BEHAVIOUR CH**    * Trying to use pesticides and fertilizers that increase gain but cause harm.    * Irrigation channel changes. | **Identify strong TR & EM** |
| 1. **EMOTIONS: BEFORE / AFTER EM**    * **Before :** Most of the famers in India have Stress, Loosing Self Confidence.    * **After :** Gain of Self Confidence. |