Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Farmers

6. CUSTOMER CONSTRAINTS — CC

- Sensors are used.
- Consumes low power.
- Compact size.

5. AVAILABLE SOLUTIONS — AS

- The device will be small and easy to operate.
- The Technology developed a means to supervise and track the moisture level in the soil.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

- Monitor the Environmental Condition.

9. PROBLEM ROOT CAUSE — RC

- It uses lots of electricity.
- Lack of system administration.

7. BEHAVIOUR — BE

- The device are portable and easy maintainable.
- It should useless power and data.
- To recognize the moisture level in the soil.

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

Identify strong TR & EM

3. TRIGGERS — TR

- Values
- Trust
- Time

4. EMOTIONS: BEFORE / AFTER — EM

Before: Fear of agricultural Field
After: Satisfied

10. YOUR SOLUTION — SL

- The system works for supervising the real time moisture content.
- To consumeless power
- Cheaper cost.
- Compact size.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE

- The cloud storage cane be used.

8.2 OFFLINE

- The proposed system includes a number of sensors to test and guarantee the moisture content, temperature, pH in the soil.

Extract online & offline CH of BE

AMALTAMA