Project Design Phase-I - Solution Fit

Project Title: Exploratory analysis of rainfall data in india for agriculture
Team ID: PNT2022TMID20835

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`
- Public
- Farmers
- Sales people

6. CUSTOMER CONSTRAINS `CC`
- Cost limitation
- Time limitation
- Agriculture supply limitation

5. AVAILABLE SOLUTIONS `AS`
- Rainfall prediction
- Devices
- Knowledge

Explore AS, differentiate

Focus on J&P, tap into BE,

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`
- To optimize the rainfall prediction
- To prevent the crop from the water logging
- Dryland agriculture

9. PROBLEM ROOT CAUSE `RC`
- Climate changes
- Biodiversity loss
- Contamination of resources

7. BEHAVIOUR `BE`
- Focuses on the nature of decision making by the farmers and the factors that influence such

Focus on J&P, tap into BE,

identify strong TR and EM

3. TRIGGERS `TR`
To create an innovation to predict weather to save water and crops

4. EMOTIONS: BEFORE/AFTER `EM`
Lack of stored water available in dryland-rainfall harvesting

10. SOLUTION **YOUR** `SL`
- Significant need for an appropriate water irrigation system taking consider of the rising water scarcity.
- Reducing on-harvesting and post-harvesting losses.

8. CHANNELS of BEHAVIOUR `CH`
8.1 ONLINE
- E-Commerce for agriculture business
- Expanded customer base

8.2 OFFLINE
- Your local newspapers or area magazines.
- By visiting a farmer's market contact

Extract online and offline CH of BE