Project title : – Fertilizers Recommendation System For Disease Prediction

Team id : -- PNT2022TMID08563

Problem-Solution fit canvas 2.0

⭐ **AMALTAMA**

1. CUSTOMER SEGMENT(S) `CS`
Who is your customer?
i.e. working parents of 0-5 y.o. kids

- Farmers who cultivate yield
- Person interested in farming

6. CUSTOMER CONSTRAINTS `CC`
What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

- Lack of budget for buying suitable fertilizers
- There may not be enough networking capacity in every locations

5. AVAILABLE SOLUTIONS `AS`
Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

- A few previous farmer tests include manual detection of diseases and fertilizers buy
- Digitization features to analyse the crop or plant to predict disease.

Explore AS, differentiate

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`
Which jobs-to-be-done (or problems) do you address for your customers?
There could be more than one; explore different sides.

- Cultures/plants are affected by insects or other plant diseases.
- Condition of weather
- Check for soil conditions

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

9. PROBLEM ROOT CAUSE `RC`
What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

- Lack of knowledge on fertilizers and soil nutrient level
- As agriculture is the backbone of India, many farmers are in need of this system

7. BEHAVIOUR `BE`
What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

- Growers can use software features to detect plant disease and recommend the appropriate fertilization.
- Monitor the nutrient content of the soil

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

3. TRIGGERS `TR`
What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

- Day-to-day television programs, new programs or newspapers affect people. leveling mentality towards an easy new life computerized lifestyle.

4. EMOTIONS: BEFORE / AFTER `EM`
How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

- BEFORE Farmers are suffering mentally and under financial pressure.
- AFTER It makes farmers feel more confident.

Define CS, fit into CL

10. YOUR SOLUTION `SL`
What kind of solution suits Customer scenario the best?
Adjust your solution to fit Customer behaviour, use Triggers, Channels & Emotions for marketing and communication.

- Enables farmers to find the right fertilizers for the affected diseases.

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

8.1 ONLINE CHANNELS `CH`
What kind of actions do customers take online?
Extract online channels from box #7 Behaviour

- Clients may sweep the plant variety and send it for further detection

8.2 OFFLINE CHANNELS `CH`
What kind of actions do customers take offline?
Extract offline channels from box #7 Behaviour and use them for customer development.

- Farmers can get help from seasoned people to know about the disease and then find fertilizers to cure contaminated plants.

Explore AS, differentiate

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