

Project Title: Fertilizer Recommendation System  
For Disease Prediction

Team ID: PNT2022TMID08595

Problem-Solution fit canvas 2.0



	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><div>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.</div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div></div>	
Define CS, fit into CC	<div>Farmers those who are nurture crops</div> <div>Students who are interested in Agriculture</div>	<div>Lack of literacy or general knowledge stops the farmers from finding solutions</div> <div>Retarded revenue or capital is one of the main obstacles of the farmer</div>	<div>Extracting the information about the crop diseases and its suitable fertilizer from previous cases</div> <div>Collecting the real time samples of the infected crops and diagnosing the way of curing the disease</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><div>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.</div></div>	<div>7. BEHAVIOUR<div>BE</div><div>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)</div></div>	
Focus on J&P, tap into BE, understand RC	<div>Ensure the geographical conditions before cultivation the crops such as soil fertility etc.</div> <div>Aware of harmful insects and pathogens which affects the crops</div> <div>Monitor the basic necessities of the growth of crop</div>	<div>The nature leads to the problem of crop diseases</div> <div>Lack of prior knowledge in prevention of crop diseases</div>	<div>Finding the quality fertilizer and analyzing the way of its usage</div> <div>Following the routine suggested for the curing of the crop promptly</div>	Focus on J&P, tap into BE, understand RC
	<div>3. TRIGGERS<div>TR</div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div></div>	<div>10. YOUR SOLUTION<div>SL</div><div>What kind of solution suits Customer scenario the best? Adjust your solution to fit Customer behaviour, use Triggers, Channels &amp; Emotions for marketing and communication.</div></div>	<div>8.1 ONLINE CHANNELS<div>CH</div><div>What kind of actions do customers take online? Extract online channels from box #7 Behaviour</div></div>	
Define CS, fit into CL	<div>Visiting the government's agri-tech sites and gain knowledge and share with the other farmers</div> <div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</div><div>BEFORE: The farmers were dejected and displeased because of the crop diseases</div><div>AFTER: The farmers will be delight and cultivate the crops in good manner.</div></div>	<div>Suggesting the suitable fertilizers for the crop diseases</div> <div>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.</div>	<div>8.2 OFFLINE CHANNELS<div>CH</div><div>What kind of actions do customers take offline? Extract offline channels from box #7 Behaviour and use them for customer development.</div><div>Cultivators can collect the preventive measures from the other farmers</div><div>Students can perform a case study and the visit the farm lands also</div></div>	Explore AS, differentiate