

Project Design Phase-I Problem – Solution Fit Template

Date	26 September 2022
Team ID	PNT2022TMID10910
Project Name	Project - Exploratory Analysis of Rain Fall Data in India for Agriculture.
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Template:

Project Title: Exploratory Analysis of Rain
Fall Data in India for Agriculture.

Project Design Phase-I - Solution Fit Template

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1. CUSTOMER SEGMENT(S) CS Farmers are the primary customers		6. CUSTOMER CONSTRAINTS CC Lack of awareness No Knowledge in scientific methodology Financial crises		5. AVAILABLE SOLUTIONS AS This project provides solution to farmers during all farm of season Well planned irrigation and drainage system Setting up preliminary protection and rain cover	
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE J&P Updating rainfall data Cleaning and exploring data Visualizing the data PROBLEMS Wrong input and missing data Data latency Precision Type conversion (numerical, categorical)		9. PROBLEM ROOT CAUSE RC Poor resource management Unpredictable weather Improper water and stagnant management for crops		Focus on J&P, tap into BE, understand RC
	7. BEHAVIOUR BE Rely on uneducated guidance Seek institutional aid Take on excessive debt				
Identify strong TR & EM	3. TRIGGERS TR repeated financial and time loss poor yielding technique adapting to climatical changes		10. YOUR SOLUTION SL Our historical rainfall data predict an approximation of the future Can predict the rainfall pattern for a specific time period Categorize and analyse the intensity of rain develop a web page and provide the necessary guidelines to farmers based on the result		8. CHANNELS of BEHAVIOUR CH Channels that support behaviour are Choosing optimal data Proper visualization of data (actual vs predicted) Promoting and marketing compatibility for all devices
	4. EMOTIONS: BEFORE / AFTER EM BEFORE: panic in case excess rainfall occurs, damage of crops during the pre-mature stage and financial hurdles AFTER: can easily know the amount of rain falls in advance thus increasing the crop productivity				