**Project Design Phase-I** - **Solution Fit Template**

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

**Project Title: Estimate the crop yield using data analytics Team ID:** PNT2022TMID35537

Insecticides and pesticides are use to kill the insects.

Organic farming, smart irrigation.

**AS**

**5. AVAILABLE SOLUTIONS**

What constraints prevent your customers from taking action or limit their choices

Unsufficient funds

Shortage of water

Unable to judge the soil

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

Famers are the customer segment

**Explore AS, differentiate**

**Define CS, fit into CC**

**BE**

**7. BEHAVIOUR**

What does your customer do to address the problem and get the job done.

Cultivate the plants according to the season

Use smart irrigation to save water

And also get suggestions from the Government for a good cultivation process.

**RC**

**9. PROBLEM ROOT CAUSE**

What is the real reason that this problem exists? What is the back

Yield prediction is an important agricultural problem.

What will happen if there is water scarcity

How to improve the yield

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

Making them aware what kind of crops should be cultivated in a

Season.

And helping them to get profit.

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**Identify strong TR & EM**

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| **Identify strong TR & EM** | **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.  Worried about plant diseases and insects which will destroy their cultivation.  And also worried about weather conditions. | **10. YOUR SOLUTION SL**  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. | 1. **CHANNELS of BEHAVIOUR CH**     1. **ONLINE**   What kind of actions do customers take online? Extract online channels from #7   * 1. **OFFLINE**   What kind of actions do customers take ofﬂine? Extract ofﬂine channels from #7 and use them for customer development.  Cultivating the crops according to season |  |
| **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. Farmers will get depressed and they might attempt suicide. |