Project Title: Exploratory Analysis of Rainfall Data in India for Agriculture

Project Design Phase-I - Solution Fit Template

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Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

The customer of this product will be the farmers who involve in agricultural process.

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.

Some of the limitations may be that this may not be much reachable to all the farmers.

Uneducated farmers may find it difficult to use.

Farmers may be unaware of this product.

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

Predicting rainfall pattern is already an available solution
Pros: This helps in predicting the rainfall conditions
Cons: Does not give accurate prediction
May not be helpful in agricultural process

Explore AS, differentiate

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

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.

Unpredictable rainfall may lead to destructions of crops which induces a great loss.

Farmers find difficult in scheduling their irrigation process

This has a great impact in crop productivity

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.

The real reason behind unpredictable rainfall may be due to factors causing global warming and changes in weather conditions periodically

The rainfall prediction has become inevitable as agriculture plays a huge part in the Indian economy

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)

Farmers usually do traditional practices such as checking the present state of atmospheric features such as humidity, wind direction etc...

They may also check online resources for weather forecasting

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

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.

By using this they can do agriculture in a better and smart way which may trigger other farmers to use this.

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: Hardships, hopelessness, depression

AFTER: confidence, smart work, success,

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.

By analysing the time series data of rainfall in different location, we can predict the rainfall
This product is unique in such a way that it can give an accurate prediction of rainfall, gives weather alerts to farmers and also gives suggestions on type of crop to be planted.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

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

In online the customer can enter the data related to factors causing rainfall and see the result whether it will rain or not.
They may also get the historical data of rainfall in various locations.

Identify strong TR & EM