

Project Design Phase
Problem - Solution Fit Template

Date	13 March 2025
Team ID	PNT2025TMID02575
Project Name	Global Food Production and Trend Analysis
Maximum Marks	2

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.

Problem-Solution fit canvas 2.0

Purpose / Vision:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <i>Peasants and Agricultural Producers</i> <i>Public/private and Government Agencies</i> <i>Researchers and Academics</i> <i>Non-Traditional Organizations (NGOs)</i> <i>Industry Stakeholders</i> <i>Consultants and Community Groups</i>	CS	6. CUSTOMER CONSTRAINTS <i>Limited Access to Technology</i> <i>Resource Constraints</i> <i>Time Limitations</i> <i>Knowledge Gaps</i> <i>Regulatory Barriers</i> <i>Cultural and Language Differences</i>	CC	5. AVAILABLE SOLUTIONS <i>Mobile-Friendly Platforms</i> <i>Participatory and Co-ops</i> <i>Flexible Scheduling</i> <i>Training and Capacity Building</i> <i>Policy Advocacy Support</i> <i>Multilingual Resources</i>	AS	Explore AS, fit into CS
	2. JOBS-TO-BE-DONE / PROBLEMS <i>Accessing Relevant Data</i> <i>Improving Agricultural Practices</i> <i>Managing Market Changes</i> <i>Building Collaborative Networks</i> <i>Enhancing Community Engagement</i> <i>Adapting to Market Demands</i>	J&P	9. PROBLEM ROOT CAUSE <i>Inconsistent Training and Education</i> <i>Limited Entrepreneurial Capacity</i> <i>Resource Constraints</i> <i>Regulatory Complexity</i> <i>Cultural Barriers</i>	RC	7. BEHAVIOUR <i>Resistance to Adopt New Technologies</i> <i>Preference for Traditional Practices</i> <i>Limited Engagement in Collaborative Efforts</i> <i>Resistance to Change in Established Roles</i> <i>Overlooking Participation in Training Programs</i> <i>Outdated Approach to Data Utilization</i>	BE	
Identify strong TR & EM	3. TRIGGERS <i>Reference to Apathetic Technologies</i> <i>Preference for Traditional Practices</i> <i>Limited Engagement in Collaborative Efforts</i> <i>Resistance to Change in Established Roles</i> <i>Overlooking Participation in Training Programs</i> <i>Outdated Approach to Data Utilization</i>	TR	10. YOUR SOLUTION <i>Develop an Integrated Digital Platform</i> <i>Improve Training and Capacity Building Programs</i> <i>Establish a Funding and Support Network</i> <i>Facilitate Policy Advocacy and Support</i> <i>Create Multilingual and Culturally Relevant Resources</i> <i>Promote Community Engagement Initiatives</i>	SL	8. CHANNELS of BEHAVIOUR S.1 ONLINE <i>Social Media Platforms</i> <i>Webinars and Online Workshops</i> <i>Email Newsletters</i> <i>Online Forums and Discussion Groups</i> <i>Digital Resource Repositories</i> <i>Mobile Applications</i> S.2 OFFLINE <i>Community Meetings and Workshops</i> <i>Agricultural Fairs and Events</i> <i>Printed Educational Materials</i> <i>Local Networking Events</i> <i>Partnerships with Local Organizations</i> <i>Partnerships with Local Organizations</i>	CH	Specify TR & EM, fit into CH & BE
	4. EMOTIONS: BEFORE / AFTER: <i>Before:</i> <i>Isolation</i> <i>Overwhelm</i> <i>Uncertainty</i> <i>Disempowerment</i> <i>After:</i> <i>Empowerment</i> <i>Trust</i> <i>Confidence</i> <i>Clarity</i> <i>Ownership</i>	EM	<i>Increased Access to Data and Resources</i> <i>Enhanced Training and Capacity Building</i> <i>Stronger Collaboration and Support Networks</i> <i>Improved Adaptability to Market Changes and Policy Changes</i> <i>Greater Community Engagement in Sustainable Practices</i>				