

Problem Solution Fit

Problem-Solution Fit canvas

Purpose/ Vision

Version:

<div>Define CS, fit into CL</div> <div>1. CUSTOMER SEGMENT(S)</div> <div>Farmers and agricultural managers.</div> <div>Access to devices/internet in rural areas.</div> <div>Companies implementing predictive tools.</div>	<div>m</div> <div>6. CUSTOMER LIMITATIONS</div> <div>EC, BUDGET, DEVICES</div> <div>Limited budget for adopting new tech.</div> <div>Agricultural consultants and researchers.</div> <div>Technical literacy for interpreting data</div>	<div>m</div> <div>5. AVAILABLE SOLUTIONS</div> <div>PROS & CONS</div> <div>Traditional Methods:</div> <div>Pros: Low cost, culturally familiar</div> <div>Cons: Inaccurate, time-consuming.</div>	<div>m</div> <div>Explore AS, differentiate</div>
<div>Focus on PR, tap into BE, understand RC</div> <div>2. PROBLEMS / PAINS</div> <div>ITS FREQUENCY</div> <div>Difficulty in accurately predicting plant growth stages.</div> <div>Inefficiency in resource usage (water, fertilizer, etc.).</div>	<div>m</div> <div>9. PROBLEM ROOT/ CAUSE</div> <div>Limited access to real-time environmental data</div> <div>Lack of integration between historical and current management practices.</div>	<div>m</div> <div>7. BEHAVIOR</div> <div>ITS INTENSITY</div> <div>Behavior: Reliance on traditional farming knowledge, experimenting with tech tools.</div> <div>Intensity: High need for a cost-effective and accurate solution.</div> <div>Inconsistent crop yields due to poor planning.</div>	<div>m</div> <div>Focus on PR, tap into BE</div>
<div>Identify strong TR & EM</div> <div>3. TRIGGERS TO ACT</div> <div>Rising operational costs in farming.</div> <div>Need for sustainable agriculture practices.</div> <div>Desire for tech-based precision farming methods.</div>	<div>m</div> <div>10. YOUR SOLUTION</div> <div>A Power BI dashboard integrating environmental data (temperature, soil, moisture) and management data (irrigation, fertilization). Predictive analytics for plant growth stages with interactive visualization.</div>	<div>m</div> <div>8. CHANNELS of BEHAVIOR</div> <div>ONLINE</div> <div>Websites, social media, webinars for awareness.</div> <div>OFFLINE</div> <div>Local agricultural expos, workshops, and in-field demonstrations</div>	<div>CH</div> <div>Extract online & offline CH of BE</div>
<div>4. EMOTIONS</div> <div>BEFORE/ AFTER</div> <div>Before: Frustration, uncertainty, inefficiency.</div> <div>After: Confidence, clarity, control over processes.</div>	<div>EM</div>		