Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Farmers and Agricultural Producers
Policymakers and Government Agencies
Researchers and Academics
Non-Governmental Organizations (NGOs)
Industry Stakeholders
Consumers and Community Groups

6. CUSTOMER CONSTRAINTS — CC

Limited Access to Technology
Resource Constraints
Time Limitations
Knowledge Gaps
Regulatory Barriers
Cultural and Language Differences

5. AVAILABLE SOLUTIONS — AS

Mobile-Friendly Platforms
Funding and Grants
Flexible Scheduling
Training and Capacity Building
Policy Advocacy Support
Multilingual Resources

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Accessing Relevant Data
Improving Agricultural Practices
Navigating Policy Changes
Building Collaborative Networks
Enhancing Community Engagement
Adapting to Market Demands

9. PROBLEM ROOT CAUSE — RC

Insufficient Training and Education
Limited Communication Channels
Resource Constraints
Regulatory Complexity
Cultural Barriers

7. BEHAVIOUR — BE

Reluctance to Adopt New Technologies
Preference for Traditional Practices
Limited Engagement in Collaborative Efforts
Resistance to Change in Established Policies
Inconsistent Participation in Training Programs
Cautious Approach to Data Utilization

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

Identify strong TR & EM

3. TRIGGERS — TR

Reluctance to Adopt New Technologies
Preference for Traditional Practices
Limited Engagement in Collaborative Efforts
Resistance to Change in Established Policies
Inconsistent Participation in Training Programs
Cautious Approach to Data Utilization

4. EMOTIONS: BEFORE / AFTER — EM

Before:
Frustration
Skepticism
Overwhelm
Isolation
Anxiety

After:
Empowerment
Relief
Optimism
Connection
Satisfaction

10. YOUR SOLUTION — SL

Develop an Integrated Digital Platform
Implement Training and Capacity Building Programs
Establish a Funding and Support Network
Facilitate Policy Advocacy and Support
Create Multilingual and Culturally Relevant Resources
Foster Community Engagement Initiatives

Expected Outcomes
Improved access to data and resources.
Enhanced skills and knowledge among stakeholders.
Stronger collaboration and networking opportunities.
Increased adaptability to market demands and policy changes.
Greater community involvement in sustainable practices.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE
Social Media Platforms
Webinars and Online Workshops
Email Newsletters
Online Forums and Discussion Groups
Digital Resource Repositories
Mobile Applications

8.2 OFFLINE
Community Meetings and Workshops
Agricultural Fairs and Expos
Printed Educational Materials
Local Networking Events
Field Demonstrations and Training Sessions
Partnerships with Local Organizations

Extract online & offline CH of BE

AMALTAMA