

Project Design Phase

Problem – Solution Fit Template

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| Date | 1 March 2025 |
| Team ID | PNT2025TMID00740 |
| Project Name | Global Food Production and Trend Analysis |
| Maximum Marks | 2 |

Problem – Solution Fit:

Problem-Solution fit canvas 2.0

Purpose / Vision

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| Define CS, fit into CC | 1. CUSTOMER SEGMENT(S) <i>Farmers and Agricultural Producers Policymakers and Government Agencies Researchers and Academics Non-Governmental Organizations (NGOs) Industry Stakeholders Consumers and Community Groups</i> | 6. CUSTOMER CONSTRAINTS <i>Limited Access to Technology Resource Constraints Time Limitations Knowledge Gaps Regulatory Barriers Cultural and Language Differences</i> | 5. AVAILABLE SOLUTIONS <i>Mobile-Friendly Platforms Funding and Grants Flexible Scheduling Training and Capacity Building Policy Advocacy Support Multilingual Resources</i> | Explore AS, differentiate |
| | 2. JOBS-TO-BE-DONE / PROBLEMS <i>Accessing Relevant Data Improving Agricultural Practices Navigating Policy Changes Building Collaborative Networks Enhancing Community Engagement Adapting to Market Demands</i> | 9. PROBLEM ROOT CAUSE <i>Insufficient Training and Education Limited Communication Channels Resource Constraints Regulatory Complexity Cultural Barriers</i> | 7. BEHAVIOUR <i>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</i> | |
| Focus on J&P, tap into BE, understand RC | 3. TRIGGERS <i>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</i> | 10. YOUR SOLUTION <i>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</i> | 8. CHANNELS of BEHAVIOUR 8.1 ONLINE <i>Social Media Platforms Webinars and Online Workshops Email Newsletters Online Forums and Discussion Groups Digital Resource Repositories Mobile Applications</i> 8.2 OFFLINE <i>Community Meetings and Workshops Agricultural Fairs and Expos Printed Educational Materials Local Networking Events Field Demonstrations and Training Sessions Partnerships with Local Organizations</i> | Focus on J&P, tap into BE, understand RC |
| | 4. EMOTIONS: BEFORE / AFTER <i>Before: Frustration Skepticism Overwhelm Isolation Anxiety</i> <i>After: Empowerment Relief Optimism Connection Satisfaction</i> | Expected Outcomes: <i>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.</i> | | |

Identify strong TR & EM

Extract online & offline CH of BE

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