Project Design Phase Problem – Solution Fit

Date	9 April 2025
Team ID	SWTID1743500346
Project Name	Farm-Ease: Revolutionizing Agriculture with Technology
Maximum Marks	2 Marks

Problem-Solution Fit - FarmEase: Smart Agriculture Platform

The **Problem–Solution Fit** for **FarmEase** shows a strong alignment between the pressing challenges faced by farmers and how our platform directly resolves them through innovative, data-driven, and farmer-friendly digital tools. The solution is purposefully designed to not only be technically advanced but also intuitively beneficial for farmers, agricultural experts, and rural communities.

Purpose:

- Solve real-world agricultural challenges such as unpredictable weather, pest infestations, poor market access, and inefficient farm practices in ways that align with actual farmer routines, literacy levels, and resource availability.
- Promote platform adoption by offering a mobile-responsive design, local language support, and simplified interfaces ensuring that farmers with minimal tech experience can easily navigate and benefit from the platform.
- Enhance decision-making and productivity by delivering timely insights through familiar and accessible channels (e.g., SMS alerts, mobile app notifications, weather dashboards, and expert consultation booking).
- Address high-impact, high-frustration pain points like crop loss due to pest attacks or weather extremes, lack of affordable expert guidance, and difficulties in selling produce thereby maximizing yield and profit.
- Map and support the existing farmer journey from sowing to harvest by integrating tools such as IoT-based crop monitoring, AI-powered pest detection, weather forecasting, and access to an online marketplace and advisory services. This builds trust and enables more sustainable, informed farming practices.

Problem-Solution fit canvas 2.0 Purpose / Vision **CUSTOMES SEGMENTS** WHAT CONSTRAINS PREVENT THEM from taking action or limit their Farmers, small-scale agricultural ie- o sagmannie choices? producers, rural communities Limited access to technology, low internet reach JPC HOW DO CUSTOMERS CURRENTLY TY SOLVE IT WHICH JOBS OR PROBLEMS ARÉ URGENT COR THEM? Reliance on experience, local farming Increase crop yield, protect crops practices, infrequent expert pests and diseases, sell produce consultations TR WHAT IS YOUR OFFERING? WHAT TRIGGERS THE SEARCH FOR A SOLUTION? AgriTech: weather monitoring, crop management, pest detection, marketplace Weather fluctuations, crop damage unsuccessful harvest EM HOW WILL CUSTOMERS LEARN WHAT CAN YOU SAY THAT TRIGGERS ACTION? ABOUT OR BUY IT? SMS, local extension wrkers, farmers Real-time data, access to experts higher productivity Fig. Problem-Solution Fit