

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

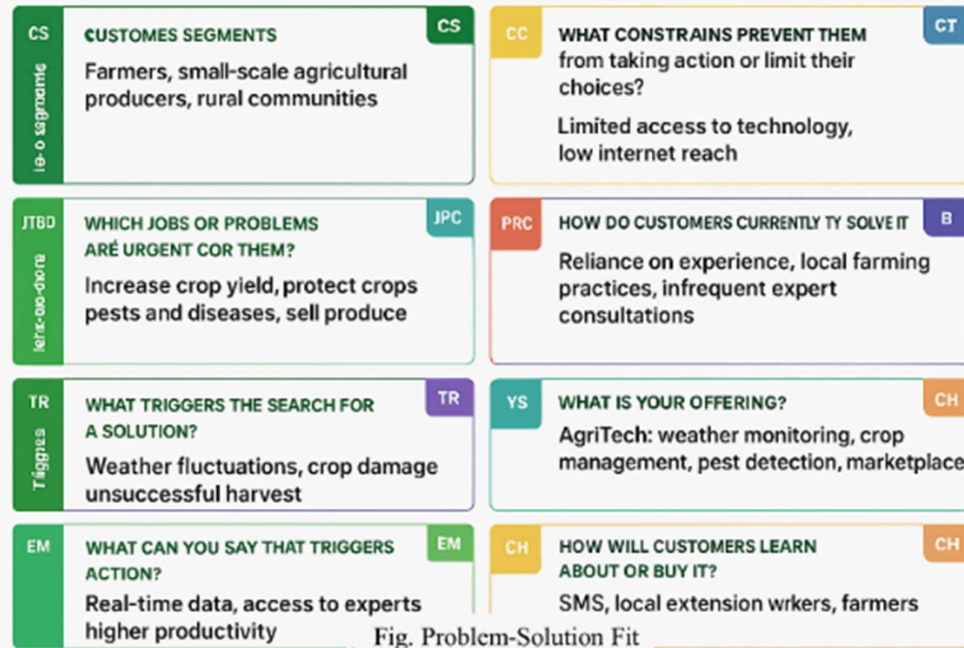


Fig. Problem-Solution Fit