

Project Design Phase
Problem – Solution Fit Template

Date	22 February 2026
Team ID	LTVIP2026TMIDS41603
Project Name	Exploratory Analysis of Rain Fall Data in India for Agriculture
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Template:

Define customer segments, fit into customer limitations		
1. CUSTOMER SEGMENT(S) Add who is your customer? ----- Small & Marginal Farmers ----- Agro-Business Planners ----- Government Policy Makers ----- Irrigation Engineers -----	6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> Add Limited access to digital tools, reliable internet, or smartphones ----- Standard gauge data often takes two months or more to process ----- Low risk-bearing capacity and inability to afford expensive precision agriculture ----- Dependence on historical data availability -----	5. AVAILABLE SOLUTIONS <small>PLUSES & MINUSES</small> Add Relying on historical local patterns or "empirical formulas". ----- IMD (India Meteorological Department) reports and weather-resilient crops ----- Basic "Rainfall Analysis Software" or spreadsheets using Python -----
Focus on problem, tap into behavior, understand root cause		
2. PROBLEMS / PAINS <small>+ ITS FREQUENCY</small> Add Crop Selection ----- Irrigation Scheduling ----- Risk Mitigation ----- Contingency Planning -----	9. ROOT / CAUSE OF PROBLEM Add Nonlinear Nature of Rainfall ----- Climate Change -----	7. BEHAVIOR <small>+ ITS INTENSITY</small> Add Review reports before making decisions ----- monitoring rain gauge ----- Shifting to drought-resistant crops ----- short-duration crops when moisture available -----
Identify strong triggers & emotions		
3. TRIGGERS Add Seasonal Transitions ----- Weather Extremes ----- Market Fluctuations ----- 4. EMOTIONS Add How do customers feel before and after? ----- Before ->Anxiety, insecurity, and feeling "at the mercy of nature" ----- After ->Confidence, a sense of control, and better preparedness -----	10. YOUR SOLUTION Add Exploratory Data Analysis (EDA) ----- Predictive Modeling ----- Decision Support -----	8. CHANNELS OF BEHAVIOR ONLINE Add Government portals, AI-powered chatbots, mobile weather apps. ----- OFFLINE Add Farmer cooperatives, local agricultural extension offices, and rural markets -----

Reference:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>