

**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

<b>1. CUSTOMER SEGMENT(S)</b>	<b>6. CUSTOMER LIMITATIONS</b> EG. BUDGET, DEVICES	<b>5. AVAILABLE SOLUTIONS</b> PLUSES & MINUSES
who is your customer?	Limited access to digital tools, reliable internet, or smartphones	Relying on historical local patterns or "empirical formulas".
Small & Marginal Farmers	Standard gauge data often takes two months or more to process	IMD (India Meteorological Department) reports and weather-res.
Agro-Business Planners	Low risk-bearing capacity and inability to afford expensive preci	Basic "Rainfall Analysis Software" or spreadsheets using Python
Government Policy Makers	Dependence on historical data availability	
Irrigation Engineers		

## Focus on problem, tap into behavior, understand root cause

<b>2. PROBLEMS / PAINS + ITS FREQUENCY</b>	<b>9. ROOT / CAUSE OF PROBLEM</b>	<b>7. BEHAVIOR + ITS INTENSITY</b>
Crop Selection	Nonlinear Nature of Rainfall	Review reports before making decisions
Irrigation Scheduling	Climate Change	monitoring rain gauge
Risk Mitigation		Shifting to drought-resistant
Contingency Planning		short-duration crops when moisture ava

## Identify strong triggers & emotions

<b>3. TRIGGERS</b>	<b>10. YOUR SOLUTION</b>	<b>8. CHANNELS OF BEHAVIOR</b>
Seasonal Transitions	Exploratory Data Analysis (EDA)	<b>ONLINE</b>
Weather Extremes	Predictive Modeling	Government portals, AI-powered chatbots, mobile weather apps.
Market Fluctuations	Decision Support	<b>OFFLINE</b>
<b>4. EMOTIONS</b>		Farmer cooperatives, local agricultural extension offices, and ra
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		

## Reference:

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