

Project Design Phase
Problem - Solution Fit Template

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| Date | 13 March 2025 |
| Team ID | PNT2025TMID02840 |
| Project Name | Global Food Production and Trend Analysis |
| Maximum Marks | 2 |

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.

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</i> <i>Policyholders and Government Agencies</i> <i>Researchers and Academia</i> <i>Non-Traditional Organizations (NGOs)</i> <i>Industry Stakeholders</i> <i>Consultants and Community Groups</i> | CS | 6. CUSTOMER CONSTRAINTS <i>Limited Access to Technology</i> <i>Resource Constraints</i> <i>Time Constraints</i> <i>Knowledge Gaps</i> <i>Regulatory Barriers</i> <i>Cultural and Language Differences</i> | CC | 5. AVAILABLE SOLUTIONS <i>Mobile-Friendly Platforms</i> <i>Participatory and Co-ops</i> <i>Flexible Scheduling</i> <i>Training and Capacity Building</i> <i>Cost-Effective Support</i> <i>Multiplatform Resources</i> | AS | Explore AS, fit into CS |
| | 2. JOBS-TO-BE-DONE / PROBLEMS <i>Accessing Relevant Data</i> <i>Improving Agricultural Practices</i> <i>Managing Market Changes</i> <i>Building Collaborative Networks</i> <i>Enhancing Community Engagement</i> <i>Adapting to Market Demands</i> | J&P | 9. PROBLEM ROOT CAUSE <i>Inconsistent Training and Education</i> <i>Limited Communication Channels</i> <i>Resource Constraints</i> <i>Regulatory Complexity</i> <i>Cultural Barriers</i> | RC | 7. BEHAVIOUR <i>Resistance to Adopt New Technologies</i> <i>Preference for Traditional Practices</i> <i>Limited Engagement in Collaborative Efforts</i> <i>Reluctance to Change in Established Roles</i> <i>Overreliance on Traditional Training Programs</i> <i>Clashes Approach to Data Collection</i> | BE | |
| Focus on J&P, fit into BE, understand RC | 3. TRIGGERS <i>Reference to Smart Farm Technologies</i> <i>Preference for Traditional Practices</i> <i>Limited Engagement in Collaborative Efforts</i> <i>Resistance to Change in Established Roles</i> <i>Overreliance on Traditional Training Programs</i> <i>Clashes Approach to Data Collection</i> | TR | 10. YOUR SOLUTION <i>Develop an Integrated Digital Platform</i> <i>Improve Training and Capacity Building Programs</i> <i>Establish a Funding and Support Network</i> <i>Facilitate Policy Advocacy and Support</i> <i>Strengthen Mindset and Culturally Relevant Resources</i> <i>Foster Community Engagement Initiatives</i> | SL | 8. CHANNELS of BEHAVIOUR 8.1 ONLINE <i>Social Media Platforms</i> <i>Webinars and Online Workshops</i> <i>Email Newsletters</i> <i>Online Forums and Discussion Groups</i> <i>Digital Resource Repositories</i> <i>Mobile Applications</i> 8.2 OFFLINE <i>Community Meetings and Workshops</i> <i>Agricultural Fairs and Events</i> <i>Printed Educational Materials</i> <i>Local Networking Events</i> <i>Field Demonstrations and Training Sessions</i> <i>Partnerships with Local Organizations</i> | CH | Explore CH, fit into SL |
| | 4. EMOTIONS: BEFORE / AFTER: <i>Before:</i> <i>Isolation</i> <i>Uncertainty</i> <i>Stress</i> <i>Overwhelm</i> <i>Disconnection</i> <i>Helplessness</i> <i>After:</i> <i>Empowerment</i> <i>Confidence</i> <i>Support</i> <i>Collaboration</i> <i>Resilience</i> <i>Community</i> <i>Success</i> | EM | <i>Increased Access to Data and Resources</i> <i>Enhanced Skills and Knowledge among stakeholders</i> <i>Stronger Collaboration and Supportive Relationships</i> <i>Improved Sustainability in the face of adversity and policy changes</i> <i>Greater community involvement in sustainable practices</i> | | | | |



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