Ideation Phase
Define the Problem Statements

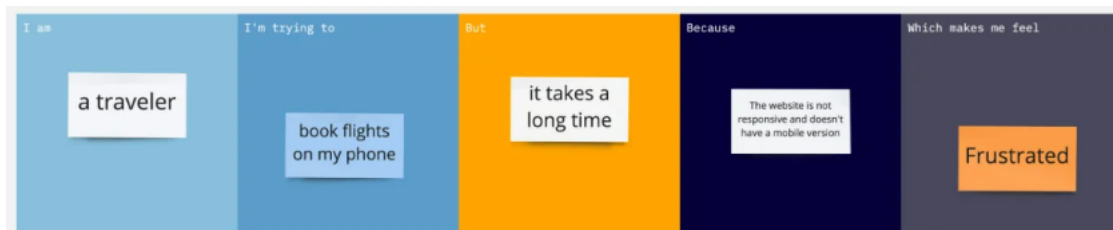| Date	18 February 2026
Team ID	LTVIP2026TMIDS62006
Project Name	Smart Sorting: Transfer learning for identifying rotten fruits and vegetables
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

I am	Describe customer with 3-4 key characteristics - *who are they?*	Describe the customer and their attributes here
I'm trying to	*List their outcome or "job" the care about - what are they trying to achieve?*	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way – *what bothers them most?*	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists – *what needs to be solved?*	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view – *how does it impact them emotionally?*	Describe the emotions the result from experiencing the problems or barriers

Reference: https://miro.com/templates/customer-problem-statement/

Example:

I am	I'm trying to	But	Because	Which makes me feel
a traveler	book flights on my phone	it takes a long time	The website is not responsive and doesn't have a mobile version	Frustrated

Problem Statement (PS)	I am	I'm trying to	But	Because	Which makes me feel
PS-1	A quality controlling manager at a food processing unit	Ensure only fresh fruits and vegetables are packed and distributed	Manually checking everything is time consuming, error prone and inconsistent	Human inspections vary fatigue and lighting conditions and cannot scale efficiently	Frustrated and concerned about food safety, wastage and customer satisfaction
PS-2	A supermarket inventory manager	Quickly remove spoiled product from the shelf to maintain hygiene	Detecting spoiled ones from large stock is inefficient	Spoilage can go unnoticed until customer trust and product arise	Stressed and under pressure to ensure customer complaints or health risks arise

Ps-1

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