**Homework exercises**

**1.** Using the knowledge acquired by reading today's independent study day material, conduct simple market research by answering the following questions:

• What image classifier product/product feature could make customers' lives easier?​

Real-time object identification can enhance the speed and precision of object detection operations and simplify the management and organization of consumer images and videos. For instance, a smartphone camera app might incorporate an image classifier with real-time object recognition. The classifier may recognize and categorize the things in the scene, such as a person, a dog, a product, or a building, as the user snaps a picture or makes a video of it.

• How can I improve my customers' experience?

Keep your products and services updated and in line with industry advancements by incorporating customer feedback. This will allow you to maintain a competitive edge and keep your customers content.

• What problem can I alleviate for my customers?

Customers may experience difficulties in finding the information they need or comprehending the information that is accessible to them. Providing resources such as FAQs, guides, or customer support can assist customers in obtaining the information they require.

• What are the unmet needs of my customers?

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• Are current products on the market meeting customers' expectations? If not, what is lacking?

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**Sources**

* *Using TensorFlow Image Classification for Product Detection | Image Classification Using TensorFlow Framework | Width.ai*. (n.d.). <https://www.width.ai/post/tensorflow-image-classification>
* Fontanella, C. (2021, May 5). *How to Improve Customer Experience*. Blog Hotspot. Retrieved February 9, 2023, from <https://blog.hubspot.com/service/how-to-improve-customer-experience>
* Rock Content Writer. (2022, January 5). *How to Solve Common Customer Pain Points in Your Brand*. Rock Content. Retrieved February 9, 2023, from <https://rockcontent.com/blog/customer-pain-points/>