**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?​

The waste sorting model using computer vision could make customers' lives easier by automating the waste sorting process and reducing the time and effort required for manual sorting. An image classifier product that is accurate, fast, and user-friendly would be most desirable for customers.

• How can I improve my customers' experience?

To improve customers' experience, we can focus on enhancing the accuracy and speed of the waste sorting model, ensuring that it can handle a wide range of waste materials, and providing a user-friendly interface for easy integration with existing waste management systems.

• 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?

The unmet needs of customers in waste management include the need for accurate and efficient waste sorting, ease of integration with existing systems, and cost-effectiveness.

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

Current waste sorting products on the market may not be meeting customers' expectations due to their low accuracy and efficiency, high cost, and lack of integration with existing waste management systems. There is a need for more advanced waste sorting solutions that can better meet the requirements of customers in terms of accuracy, efficiency, and cost-effectiveness.

**Sources**

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* 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/>