

**Ideation Phase**  
**Define the Problem Statements**

<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	Farmer	Adapt to new methods of farming.	No provision for real time monitoring.	Lack of proper tools for analyzing field parameters.	Not enough awareness about field parameters.
PS-2	Office employee	Regularly water the plants	Fail to water the plants some days.	Busy office schedule	Bad when the plants get dried due to poor watering.
PS-3	House gardening hobbyist	Trying to cultivate different varieties of plants	Not successful as many plants die due to lack of proper conditions.	No awareness about the optimum parameters such as Temperature, humidity, etc. of various plants.	Worried
PS-4	Home-Maker	Do terrace gardening	Not successful in the long run.	No proper system to monitor the plants and take necessary actions for better growth.	People in cities ultimately lose interest in farming.