

Ideation Phase

Define the Problem Statements

Date	22 October 2022
Team ID	PNT2022TMID28356
Project Name	Project – Estimate The Crop Yield Using Data Analytics
Maximum Marks	2 Marks

Customer Problem Statement Template:

Agriculture is important for human survival because it serves the basic need. A well-known fact that the majority of population ($\geq 55\%$) in India is into agriculture. Due to variations in climatic conditions, there exist bottlenecks for increasing the crop production in India. It has become a challenging task to achieve desired targets in Agri based crop yield. Various factors are to be considered which have direct impact on the production.

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

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

Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A farmer	Harvest my crops at right time	Various factors are reduced the yield	Climate conditions	frustrated
PS-2	A farmer	Use of technology in agriculture	various factors are to be considered which have direct impact on production	insects affect the crops, low amount of water irrigation	disappointment