

Ideation Phase

Define the Problem Statements

Date	02 October 2022
Team ID	PNT2022TMID13531
Project Name	Smartfarmer-IOT enabled smart Farming Application
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 - <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/app/board/uXjVPRGMeak=/>

Example:

I am a customer	I'm trying to Install a web application	But It's takes more time to monitoring our crops	Because The sms will not send (or) App doesn't responded.	Which makes me feel Disappointed
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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Need crop quality.	Water level checking.	The water pipeline cause some issues.	The motor does not work it.	The customer becomes very angry .
PS-2	Monitoring.	Analyze the temperature.	It leads to high level temperature.	It is a summer season.	They are disappointed.