**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 2 September 2022 |
| Team ID | PNT2022TMID51209 |
| Project Name | Project - Fertilizers Recommendation System For Disease Prediction |
| 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.

Graphical user interface, text, application, email

Description automatically generated

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

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | Farmers | Cultivate healthy crops | It is not possible | It is affected by disease and insufficient fertilizer | Frustrated and Economically weak |
| PS-2 | Local people | Buy healthy and organic vegetables at low cost | The price of food products are high and the quality is low | Crops are affected by disease | Frustrated |