**Ideation Phase**

**Define the Problem Statements**

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| Date | 19 September 2022 |
| Team ID | PNT2022TMID30076 |
| Project Name | Project –SMART FARMERS USING IOT |
| 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.

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| --- | --- | --- |
| I am | Describe customer with 3-4 key characteristics -who are they? | **Farmers - Sales and Marketing Skills.**  **Passion and Commitment.**  **Creativity and Adaptability.**  **Skills and Abilities.** |
| I’m trying to | List their customer “job” the care about- what are they trying to achieve? | * **Software: specialized software solutions that target specific farm types or applications agnostic IoT platforms.** * **Connectivity: cellular, LoRa.** * **Location: GPS, Satellite.** * **Robotics: Autonomous tractors, processing facilities.** |
| but | Describe what problems or barriers stand in the way- what bothers them most? | * **lack of knowledge about business planning.** * **Discrimination.** * **Climate change.** * **Farm policies** |
| because | Enter the “root cause" of why the problem or barrier exists -what needs to be solved? | * **Invest in farm productivity.** * **Adopt and learn new technologies.** * **Cope with climate change, soil erosion and biodiversity loss.** |
| Which makes  me feel | Describe the emotions from the customer’s point of view -how does it impact them emotionally? | * **Education.** * **extension and training.** * **soil quality.** * **irrigation.** * **income and credit**. |

**Example:**

Chart, treemap chart

Description automatically generated

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| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | Farmers | Gps, Satellite | Lack of knowledge | Learn new technologies | Education |
| PS-2 | Farmers | ROBOTICS Facilities | Farm policies | Invest in farm productivity | Income and credit |