

Ideation Phase

Define the Problem Statements

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A Farmer	Enrich my field with wholesome crops and protect them from pathogens.	I am financially not stable and reside in a rural location where agriculture department rarely visits.	Insufficient knowledge about the plants and disease of the infected plant has to be predicted to resume its fine growth	Mentally low and occasionally being a spendthrift because of bad weather or some government farm bills.
PS-2	A Harvester who cultivates different kinds of crops according to the season	Obtain a healthy crop yield with appropriate fertilizers	Since crop diseases are common	Appropriate fertilizer to restore crops to a healthy state is unknown.	Low self-esteem due to my mental and financial instability and lack of sufficient understanding about all of my crops.
PS-3	A gardener who looks after the crops on a farm	keep the farm functional and generate a sufficient profit	The cost of labor and fertilizers makes it difficult to maintain the farm.	Crop production is inadequate, there will be less profit or loss.	Being unable to effectively treat the diseased plant makes me feel depressed.