

Ideation Phase

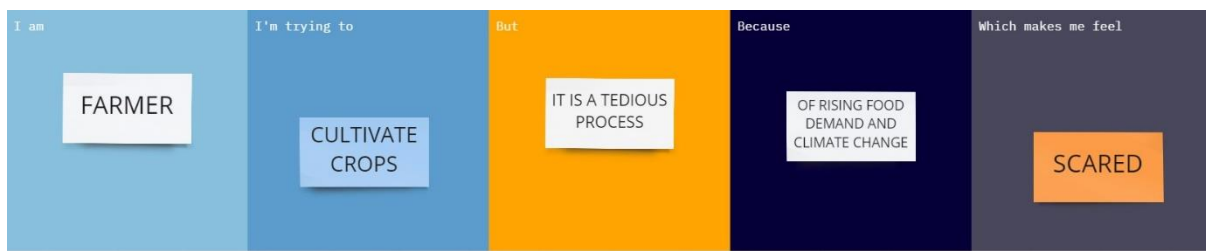
Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID19454
Project Name	Project – Estimate crop yield using data analytics
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.

PS-1



PS-2



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A farmer	Cultivate crops	It is a tedious process	Of rising food demand and climate change	Scared
PS-2	A consumer	Purchase groceries	It is a baffling process	Of limited variety Of products and often expensive	Frustrated