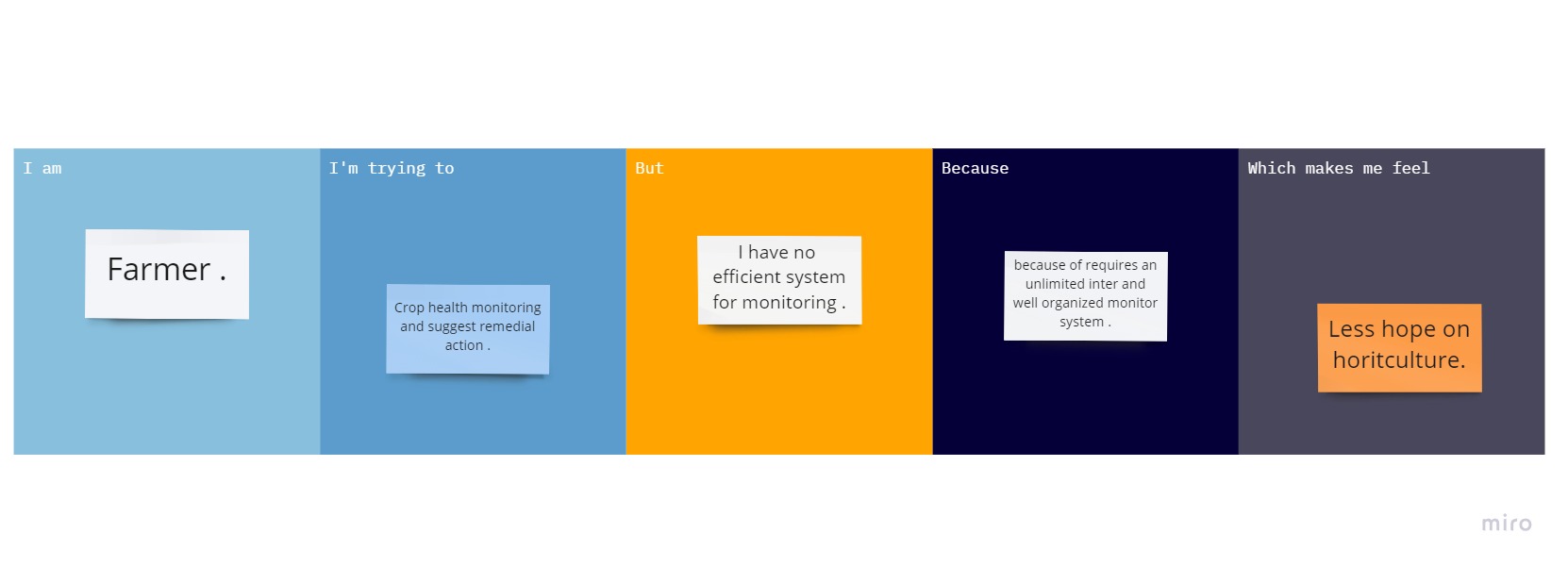
**IDEATION PHASE**

**DEFINE THE PROBLEM STATEMENTS**

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|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I am trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | Farmer | Monitoring the growing condition | It involves risk on related equipment and understand the use oftechnology | Requires more knowledge and skills | Irritated |
| PS-2 | Farmer | Smart and precision irrigation | Climates changesto increased maintenance of channels | Purchasing and installing costs high | Suitable for mass crop protection |