Ideation Phase Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID29114
Project Name	Smart-Agricultural
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.



Reference: https://micro.com/app/board/uXjVPRGMeak=/

Example:



Problem statement (ps)	I am (customer)	I'm Trying to	But	Because	Which makes me feel
PS-1	Customer-1	Increase the production of crops	Pesticides affects the crop Production	Pesticides are formulated to kill pests	sad
PS-2	Customer-2	Double the growth of crops	Soil fertility declines	Inadequate use of fertilizers and soil erosion	worried

PS-3	Customer-3	Soil PH	It affects	It develops	Bad
		Level	the	the	
		Monitoring	mineral	strongly	
			content	acidic soil	
			and	can lead to	
			texture of	poor	
			the soil	growth of	
				crops	