

# 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 Shopkeeper	Develop my shop with good profit.	My shop resides in a location where people rarely visits the department.	Insufficient knowledge about how to develop the shop and not knowing how to advertise about the shop.	Mentally low and unable to know how to attract the customers.
PS-2	An Educator	Teach the students and gain them knowledge.	I don't know how to make the students to understand the subject.	Have no experience before.	Low self-esteem due to inability in effectively teaching the students.
PS-3	A Farmer	Maximize the production of crops, protect it from pests and make profits.	My field is easily affected by the pests and agriculture department rarely visits my field.	Insufficient knowledge about how to treat crops.	Being unable to effectively treat the diseased plant makes me feel depressed.