

Project Initialization and Planning Phase

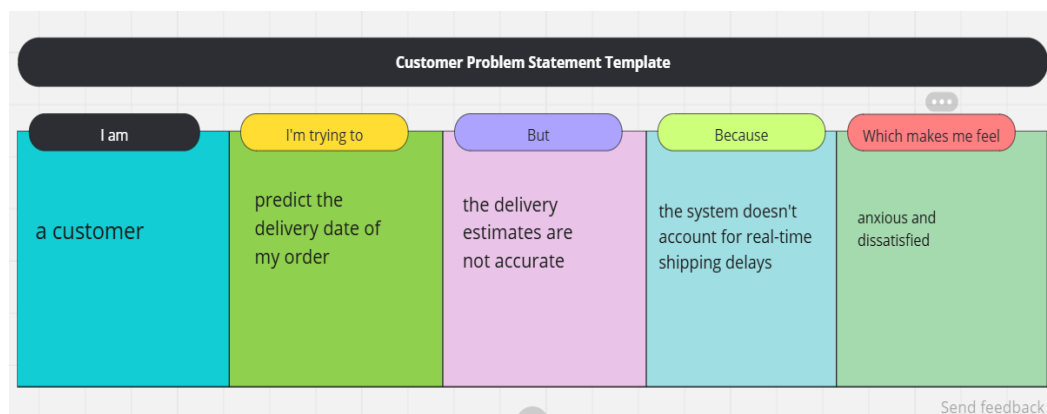
Date	June 2024
Team ID	739861
Project Name	FrappeActivity: Mobile Phone Activity Classification Using Machine Learning
Maximum Marks	3 Marks

Define Problem Statements(Customer Problem Statement Template):

Customers often face issues with generic and impersonal interactions with mobile applications and services. Without understanding the specific activities and preferences of users, businesses cannot effectively tailor their offerings, leading to suboptimal user satisfaction and engagement.

Reference: https://github.com/irecsys/CARSKit/blob/master/context-aware_data_sets/Mobile_Frappe.zip

Example:



Problem Statement (PS)	I am	I'm trying to	But	Because	Which makes me feel
PS-1	Business manager	classify user activities like texting, calling, and browsing using machine learning.	I lack the insights to tailor my services to specific user activities	without accurate classification, interactions remain generic.	frustrated and concerned about losing customer engagement and satisfaction.
PS-2	a mobile app developer	classify user activities like texting, calling, and browsing using machine learning.	my app can't accurately identify these activities in real-time.	without accurate classification, personalization is difficult.	unable to effectively improve user engagement.