

Ideation Phase

Define the Problem Statements

Date	31 January 2026
Team ID	LTVIP2026TMIDS52600
Project Name	Introduction to Smart Sorting – Transfer Learning for Identifying Rotten Fruits and Vegetables
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.

I am	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

Reference: <https://miro.com/templates/customer-problem-statement/>

Example:

I am a traveler	I'm trying to book flights on my phone	But it takes a long time	Because The website is not responsive and doesn't have a mobile version	Which makes me feel Frustrated
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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
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PS-1	Supermarket seller	Identify rotten fruits and vegetables quickly and accurately	It is difficult to manually check every item, and sometimes spoiled items are missed	Manual inspection takes time and human errors can happen	Frustrated and worried about customer complaints and financial loss
PS-2	A farmer	Soft fresh and rotten produce before sending to market	It is hard to detect spoiled items early	There is no automatic system and checking takes too much time	Stressed about losing money and product quality