

## Project Initialization and Planning Phase

Date	15 March 2024
Team ID	SWTID1720184497
Project Name	Cereal Analysis Based on Ratings by using Machine Learning Techniques
Maximum Marks	3 Marks

### Define Problem Statements (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 your customers' challenges. 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.

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

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

### Example:

<b>I am</b>	<b>I'm trying to</b>	<b>but</b>	<b>Because</b>	<b>which makes me feel</b>
a traveler	book flights on my phone	it takes a long time	the website is not responsive and doesn't have a mobile version	Frustrated

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A cereal manufacturer	Improve my cereal product ratings	I lack insights into key rating	I have limited data analysis capabilities	Uncertain about product improvements

			factors	s	
PS-2	A health-conscious consumer	Choose the healthiest cereal option	I'm overwhelmed by nutritional data	I don't know which factors are most important	Confused and frustrated