

Ideation Phase

Define the Problem Statements

Date	18th February 2026
Team ID	LTVIP2026TMIDS90012
Project Name	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 - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	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:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	fruit warehouse operator	sort fresh and rotten fruits accurately	manual inspection takes a lot of time and often results in mistakes	identifying rotten fruits visually is difficult and depends on human judgment	frustrated and stressed due to financial losses and quality issues.
PS-2	am a retail store owner handling large quantities of vegetables	maintain consistent product quality for customers	manual sorting is inconsistent and labor-intensive	workers may get tired and overlook partially spoiled produce	concerned about customer satisfaction and business reputation