

## Ideation Phase

### Define the Problem Statements

Date	1 June 2025
Team ID	LTVIP2025TMID33624
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.

<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" the care about - 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 bothers them most?	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists - 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:

I am	I'm trying to	But	Because	Which makes me feel
<div>A home cook / family member</div> <div>A grocery store manager</div>	<div>Identify whether my fruits and vegetables are still fresh</div> <div>Ensure only fresh fruits and vegetables are displayed for customers</div>	<div>It's hard to visually inspect or tell from smell alone</div> <div>I can't manually check every item effectively</div>	<div>Sometimes the fruit looks fine outside but is spoiled inside</div> <div>There's a large volume of perishable items and limited staff</div>	<div>Frustrated and unsure, leading to unnecessary waste or health risk</div> <div>Overwhelmed and worried about customer satisfaction and product loss</div>

<b>Problem Statement</b>	<b>I am (Customer</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	A home cook / family member	Identify whether my fruits and vegetables are still fresh	It's hard to visually inspect or tell from smell	Sometimes the fruit looks fine outside but is spoiled inside	Frustrated and unsure, leading to unnecessary waste or health risk
PS-2	A grocery store manager	Ensure only fresh fruits and vegetables are displayed for	I can't manually check every item effectively	There's a large volume of perishable items and limited staff	Overwhelmed and worried about customer satisfaction and product loss