**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 31 January 2025 |
| Team ID | SBAP0041896 |
| Project Name | Smart Sorting : Transfer Learning for Identifying 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.

Graphical user interface, text, application, email

Description automatically generated

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| A grocery store owner | Quickly and accurately separate rotten produce from fresh ones | Manual sorting is slow, inconsistent, and labor-intensive | It’s hard to detect all rotten produce by visual inspection, especially under pressure | Frustrated and worried about customer dissatisfaction and financial loss | A supply chain manager for fruits and vegetables |
| Ensure only quality produce reaches retailers | Current quality checks are subjective and time-consuming | There is no automated system to identify spoilage in real-time | Inefficient and concerned about wasted resources |  |  |