

## Ideation Phase

### Define the Problem Statements

Date	25 February 2025
Team ID	PNT2025TMID02916
Project Name	Global Food Production Trends and Analysis A Comprehensive Study
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.

**Customer Problem Statement Template**

I am	I'm trying to	But	Because	Which makes me feel
<div style="background-color: #FFD700; padding: 5px; margin: 5px; display: inline-block;">Water Conservation</div>  <div style="background-color: #FFD700; padding: 5px; margin: 5px; display: inline-block;">Organic Farming</div>	<div style="background-color: #66BB6A; padding: 5px; margin: 5px; display: inline-block;">Water Inefficiency</div>  <div style="background-color: #66BB6A; padding: 5px; margin: 5px; display: inline-block;">Reduced Environmental Impact</div>	<div style="background-color: #BBDEFB; padding: 5px; margin: 5px; display: inline-block;">water conservation</div>  <div style="background-color: #BBDEFB; padding: 5px; margin: 5px; display: inline-block;">farming or automation</div>	<div style="background-color: #81C784; padding: 5px; margin: 5px; display: inline-block;">Technology Adoption</div>  <div style="background-color: #81C784; padding: 5px; margin: 5px; display: inline-block;">Food Distribution</div>	<div style="background-color: #FFCC80; padding: 5px; margin: 5px; display: inline-block;">new technologies</div>  <div style="background-color: #FFCC80; padding: 5px; margin: 5px; display: inline-block;">food distribution and security</div>

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
Water	Water Conservation	Water Inefficiency	Water Conservation	Technology Adoption	New Technologies
Farming	Organic Farming	Reduced environment impact	Farming automation	Food distribution	Food security