

Problem-Solution Fit:

<div>1. CUSTOMER SEGMENT(S):</div> <ul style="list-style-type: none">• Small-scale farmers• Fruit/vegetable vendors• Agricultural cooperatives	<div>6. CUSTOMER CONSTRAINTS</div> <ul style="list-style-type: none">• Low budget or cash flow issues• Lack of digital literacy or AI knowledge• Poor internet connectivity in rural areas	<div>5. AVAILABLE SOLUTIONS</div> <ul style="list-style-type: none">• - Manual inspection by laborers• Basic sorting machines (color/weight based)• Chemical sensors (expensive)						
<div>2. JOBS-TO-BE-DONE / PROBLEMS:</div> <ul style="list-style-type: none">• Reduce manual inspection time and labor costs• Prevent mixing of fresh and rotten produce	<div>9. PROBLEM ROOT CAUSE:</div> <ul style="list-style-type: none">• Lack of affordable and accessible quality control tools• High dependency on manual labor with low skill variance• Supply chain delays lead to spoilage	<div>7. BEHAVIOUR</div> <div>Manually sort and check each item visually</div> <ul style="list-style-type: none">• Employ additional seasonal labor during harvest• Dispose bulk quantities when spoilage is noticed late• Use visual scales to grade fruits						
<div>3. TRIGGERS</div> <div>High product returns due to poor quality</div> <div>Customer complaints or health concerns</div> <div>4.EMOTIONS:BEFORE/AFTER:</div> <table><tr><th>Stage</th><th>Emotion</th></tr><tr><td>Before</td><td>Stressed, uncertain, tired, overwhelmed, worried about loss</td></tr><tr><td></td><td>After: Relieved, confident, in control, satisfied, tech-</td></tr></table>	Stage	Emotion	Before	Stressed, uncertain, tired, overwhelmed, worried about loss		After: Relieved, confident, in control, satisfied, tech-	<div>10. YOUR SOLUTION</div> <div>Smart Sorting: AI-Based Detection of Rotten Fruits & Vegetables</div> <ul style="list-style-type: none">• Use transfer learning with MobileNetV2 to detect spoilage early• Deploy on mobile/web app using camera capture• Classifies items as “Fresh” or “Rotten” with confidence scores• Easy-to-use UI for farmers/vendors	<div>8. CHANNELS OF BEHAVIOUR</div> <div>8.1 ONLINE</div> <ul style="list-style-type: none">• Search for agricultural best practices on YouTube• Watch training or demo videos on smart farming <div>8.2 OFFLINE</div> <ul style="list-style-type: none">• Attend farmer meetups, Krishi melas (agri fairs)• Visit cooperative societies or agri-dealers• Government training centers
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