

Project Initialization and Planning Phase

Date	4 th July 2024
Team ID	739804
Project Name	Cost Prediction of Acquiring a Customer
Maximum Marks	3 Marks

Define Problem Statements (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 your customers' challenges. 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 the customer and their attributes here	male/female customer, in the same city as the store, no. of children, marital status, food category etc...
I'm trying to	List the thing they are trying to achieve	to find a store that has all the items needed and is closer to my residence
but	Describe the problems or barriers that get in the way	all the required products are not available/accessible
because	Describe the reason the problems or barriers exist	i don't have a store closer to my residence
which makes me feel	Describe the result from experiencing the problems or barriers	not satisfied with the store closer to me

Example:

Customer Problem Statement				
I am	I'm trying to	But	Because	Which makes me feel
male/female customer	find a store with all products i need and is in the same city as my residence	either i don't have all the products or the store is far from my residence	i live in a different city and need multiple products	dissatisfied

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Male/female customer	Find a store closer to my residence	I don't have a store closer to me	I travel a lot	dissatisfied

PS-2	Male/female customer	Find a store with food for kids	The store doesn't have all the items needed	I have 2 children	dissatisfied
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