

Ideation Phase

Define the Problem Statements

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|---------------|----------------------------------|
| Date | 21 October 2022 |
| Team ID | PNT2022TMID39526 |
| Project Name | Project - Customer Care Registry |
| 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.



| Problem Statement (PS) | I am (Customer) | I'm trying to | But | Because | Which makes me feel |
|------------------------|-------------------|---------------------------------|---|----------------------------|---|
| PS-1 Poor quality | Ordered a product | Compare the product rate | The product does meet the customer's expectations | The quality is poor | The customer will have a bad reputation |
| PS-2 Late delivery | Ordered a product | The customer received the order | The delivery time was due | Shippment has been delayed | The customer is frustrated |