**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 19 September 2022 |
| Team ID | PNT2022TMID41138 |
| Project Name | Intelligent Vehicle Damage Assessment and Cost Estimator for Insurance Companies |
| 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

Reference: <https://miro.com/templates/customer-problem-statement/>

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | Insurance Holder | Get my assigned insurance for my damaged vehicles | I am unable to do that | There is a difficulty in managing the damaged vehicle data. | Frustrated |
| PS-2 | An Insurer | Good to customer | The make fool on me. | They make overclaiming the policy | Betrayal |
| PS - 3 | Insurance company employees | Complete my tasks soon | There are risk of errors | High level of data entry and manual tasks | Overworked |
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