**IDEATION PHASE**

**DEFINE THE PROBLEM STATEMENTS**

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| Date | 04 Nov 2023 |
| Team ID | **NM2023TMID02492** |
| Project Name | Cosmetics Store Management |

**For Customers (Customer-centric Problem Statement):**

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| --- | --- |
| **Element** | **Description** |
| **I am** | **A customer at the cosmetics store** |
| **I'm trying to** | **Receive personalized service and seamless shopping experience** |
| **But** | **The store struggles to manage customer data effectively** |
| **Because** | **It results in impersonal interactions and missed opportunities** |
| **Which makes me feel** | **Dissatisfied and less engaged with the store's offerings** |

**For Employees (Employee-centric Problem Statement):**

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| --- | --- |
| **Element** | **Description** |
| **I am** | **An employee at the cosmetics store** |
| **I'm trying to** | **Efficiently manage customer data and engagement** |
| **But** | **The current system lacks effective data management** |
| **Because** | **It leads to operational inefficiencies and missed opportunities** |
| **Which makes me feel** | **Frustrated and hinders our store's growth and success.** |