**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. |