

Ideation Phase

Define the Problem Statements

Date	18 October 2023
Team ID	NM2023TMID04504
Project Name	Creating an email campaign in mailchimp

Problem Statement:

"In today's dynamic interior design industry, Decor Delight faces the challenge of consistently delivering innovative and personalized design solutions that not only meet clients' aesthetic preferences but also align with their functional needs and lifestyle. This requires enhancing the design process, ensuring efficient project management, and effectively communicating design concepts to clients to achieve their utmost satisfaction while staying competitive in the market."

This problem statement highlights the key issues your project, Decor Delight, is addressing within the field of interior design. It emphasizes the need for innovation, personalization, efficiency, and effective client communication, which are essential aspects of the business. With this problem statement, you can now move on to the ideation phase to generate creative solutions to tackle these challenges.

I am	Describe customer with 3-4 key characteristics – who are they	Our customers are urban, tech-savvy, quality-conscious homeowners looking for personalized and cost-effective interior design solutions
I'm trying to	List their outcome or "job" the care about – what are they trying to achieve?	In a nutshell, our customers aim to create personalized, cost-effective, and efficient interior design solutions that inspire and elevate their living spaces.
but	Describe what problems or barriers stand in the way – what bothers them most?	Customers seek personalized, cost-effective interior design amidst time and budget constraints while needing inspiration and assistance with design choices.
because	Enter the "root cause" of why the problem or barrier exists – what needs to be solved?	Challenges arise from customers' time and budget constraints, design knowledge gaps, communication difficulties, and the overwhelming choice of design options.
Which makes me feel	Describe the emotions from the customer's point of view – how does it impact them emotionally	Experiencing these problems and barriers can evoke emotions like frustration, stress, indecision, and sometimes disappointment, as customers strive to achieve their desired interior design outcomes.



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Our customers are urban, tech-savvy, quality-conscious homeowners looking for personalized and cost-effective interior design solutions	In a nutshell, our customers aim to create personalized, cost-effective, and efficient interior design solutions that inspire and elevate their living spaces.	Customers seek personalized, cost-effective interior design amidst time and budget constraints while needing inspiration and assistance with design choices.	Challenges arise from customers' time and budget constraints, design knowledge gaps, communication difficulties, and the overwhelming choice of design options.	Experiencing these problems and barriers can evoke emotions like frustration, stress, indecision, and sometimes disappointment, as customers strive to achieve their desired interior design outcomes.