

## Ideation Phase

### Define the Problem Statements

**Example:**



| Problem Statement (PS) | I am (Customer) | I'm trying to               | But  | Because                                      | Which makes me feel |
|------------------------|-----------------|-----------------------------|--|--|---------------------|
| PS-1                   | Entrepreneur    | Buy a used car              | I am unaware of the varieties available        | I don't have correct guidance                | Worried             |
| PS-2                   | Student         | Find a good second hand car | I am unaware about the price and other factors | I am unable to know the current resale value | Stressed            |