**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 19 September 2022 |
| Team ID | PNT2022TMID08575 |
| Project Name | Project -Web phishing Detection |
| 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** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | Student | Pay college fees | I was redirected to fake payment gateway | The site was affected with bot | Depressed |
| PS-2 | corporate | Hold my company details secured | I received mail and lost all critical data | The mail was a fake mail | Anger, depressed and un safe environment, opponent corporate do this |