

Ideation phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID27727
Project name	INVENTORY MANAGEMENT SYSTEM FOR RETAILERS
Maximum mark	4 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 service.

I am	<small>Describe customer with 3-4 key characteristics - who are they?</small>	Describe the customer and their attributes here
I'm trying to	<small>List their outcome or "job" the care about - what are they trying to achieve?</small>	List the thing they are trying to achieve here
but	<small>Describe what problems or barriers stand in the way - what bothers them most?</small>	Describe the problems or barriers that get in the way here
because	<small>Enter the "root cause" of why the problem or barrier exists - what needs to be solved?</small>	Describe the reason the problems or barriers exist
which makes me feel	<small>Describe the emotions from the customer's point of view - How does it impact them emotionally?</small>	Describe the emotions the result from experiencing the problems or barriers

Problem Statement (PS)	I am (Customer)	I am trying to	But	Because	Which makes me feel
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PS-1	A Retailer	Manage Stocks using mobile device	Difficult to manage stocks	It is not familiar	confused
PS-2	Retailer	Keep stocks in warehouse	To meet customer demand with running out of stock or carrying excess supply	Not easy to analyse	Lazy
PS-3	Retailer	Prefer a regular purchasing product in the top of the list of items	The sorting order of items based on the particular customer needs should implement	It will make customer feel easy and comfortable to purchase	Good when this idea was used in the project