

Ideation Phase

Define the Problem Statements

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	HR	Know why employees leave the company	I can't figure out the right reason for the employee resignation	Every employee have different reasons for resignation but can't find out the common one	frustrated
PS-2	Project manager	Complete the project with available people in team	An employee resigned from the company	He got offer from another company	struggled
PS-2	Managing Director	Reduce the employee attrition rate	I can't find out the factors causing employee-attrition	It cause uncertainty to predict the proper reason	Stressed

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