

Ideation Phase

Define the Problem Statements

Date	15 September 2022
Team ID	PNT2022TMID12485
Project Name	Project – University Admit Eligibility Predictor
Maximum Marks	2 Marks

Customer Problem Statement:

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.

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

Reference: <https://miro.com/templates/customer-problem-statement/>

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Student	Get into a university	Unaware of the cut off required	I can not find a person who can guide me	Twitchy
PS-2	Student	Get into a university	Unaware of any scholarship available	No information is available	Edgy

PS-3	Student	Find the best possible college for the given cut off	Unaware of eligible universities	There is no single repository for having all such information	Restless
PS-4	Student	Get into university	Unaware of facilities	Can not find any person to guide me	Flurried
PS-5	Student	Find my favourite course in the best university	Unaware of how is the course in that university	Can not find any person who has all the required information	Concerned



