

Ideation Phase

Define the Problem Statements

Date	17 September 2022
Team ID	PNT2022TMID48085
Project Name	Project - AI BASED DISCOURSE FOR BANKING INDUSTRY
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.

Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A Student	Create the bank account	I have creating account in some quires.	I asked my quires about bank employees.	Irritated
PS-2	Executors and administrators	Understand the available services in the bank.	I have to a waste of lot of time at the bank.	There is always a long queue as bank employees are busy.	Annoyance
PS-3	illiterates	Check the balance and transfer the money.	I don't know the process of transfer the money	employees Should not response in the bank	Irritated