

Ideation Phase Define the Problem Statements

Date	18 September 2022
Project Name	Retail Store Stock Inventory Analytics

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.

Problem Statement templates:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A Local Broker	To supply goods to local area shops	I am unable to satisfy the extensive needs	Due to the sudden change in demands of goods from the customers and insufficient storage capacity	hopeless

PS-2	A beginner trader	Sell/buy stocks on my phone	It leads to losses	Of insufficient knowledge on how stocks move over years based on previous data's	depressed
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