## Ideation Phase Define the Problem Statements

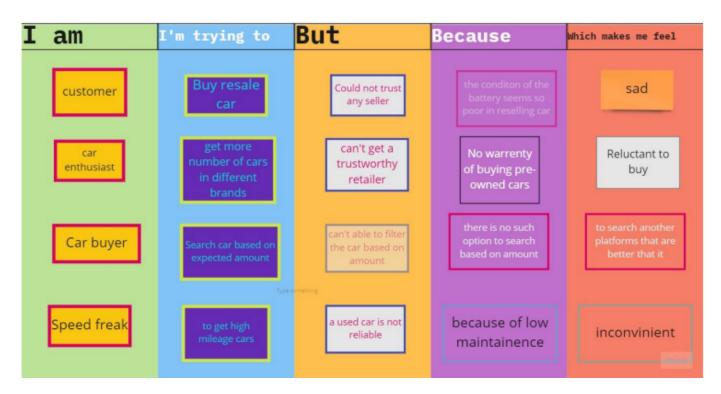
Date	19 September 2022
Team ID	PNT2022TMID27396
Project Name	Car Resale Value Prediction
Maximum Marks	2 Marks

## **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	I am	I'm trying to	But	Because	Which makes me feel
Statement (PS)	(Customer)				
PS-1	Entrepreneur	Buy a used car	I am unaware of the varieties available	I don't have correct guidance	Inferior to others
PS-2	Business women	Find a good second hand car	I am unaware about the price and other factors	I am unable to know the current updates	Stressed