

Ideation Phase

Define the Problem Statements

Date	09 September 2022
Team ID	PNT2022TMID37308
Project Name	Project - Global Sales Data Analytics
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.

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:

I am a traveler	I'm trying to book flights on my phone	But it takes a long time	Because The website is not responsive and doesn't have a mobile version	Which makes me feel Frustrated
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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A Business Owner	Understand my business performance	Its hard to get valid information	Data not in good format	Anxious

PS-2	A Business Owner	Find one time payment clear analysis of my data	Its hard to find one-time payment solutions	Market is filled with subscription based services.	Lost
PS-3	A Business Owner	Get visual representation of my data	Its too cumbersome to do	I don't have time	Pressured
PS-4	A Business Owner	Find analytics solution which does not require sign-in	All online services requires user Sign-in	They are online and service based.	Insecure
PS-5	A Business Owner	Want interactive Analysis of my data	I don't know how to make one.	No knowledge about how to prepare them.	Useless