

Ideation Phase

Define the Problem

Statements

Date	19 September 2022
Team ID	PNT2022TMID53467
Project Name	Project - 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.

I am	I'm trying to	But	Because	Which makes me feel
a buyer	buy quality cars at a nominal price	it's not as easy as it sounds	the number of quality used cars is very less	frustrated
a seller	sell my car at a reasonable price	it's a very time consuming process	it's hard to find prospective buyers who can pay good money for a used car	concerned
an automotive enthusiast	drive as many cool cars as I can	I find used cars a risky bet to test drive with	they are prone to accidents	inconvenient
a long-distance connoisseur	get a car with best mileage	not considering used cars	used cars don't always guarantee good mileage	sad