## Ideation Phase Define the Problem Statements

Date	30 September 2022		
Team ID	PNT2022TMID07115		
Project Name	Retail Store Stock Inventory 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.

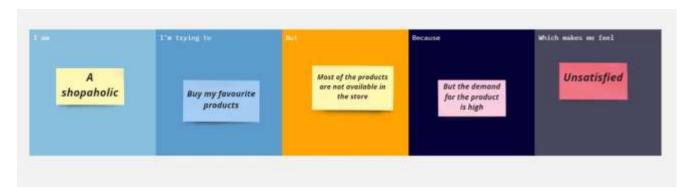
A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

l am	Describe customer with 3-4 key characteristics- who are they?	Describe the customer and their attributes here	
I'm trying to	cot their outcome or "job" the core about - what are they trying to achieve?	List the thing they are trying to achieve here	
but	Describe what problems or bacriers stand in the way – what nothers show mur?	Describe the problems or barriers that get in the way here	
because	Enter the "root cause" of why the problem or barrier exits - 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/

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A Shopaholic	Buy my favourite products	Most of the products are not available in store	But the demand for the product is high	Unsatisfied
PS-2	A Foodie	Buy my favourite chocolate	It is not available in any stores	It is imported chocolates	Frustrated

## **Problem Statement-1:**



## **Problem Statement-2:**

