Ideation Phase
Define the Problem Statements

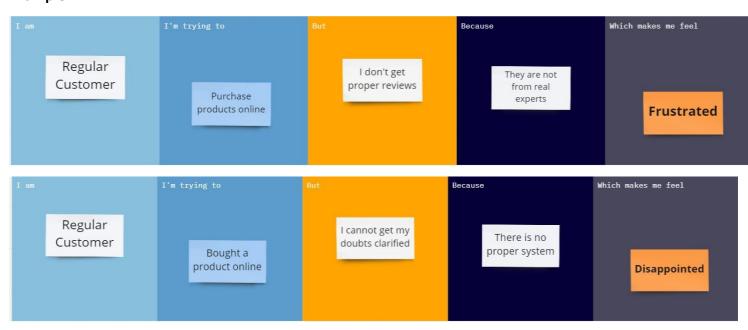| Date	19 September 2022
Team ID	**PNT2022TMID05877**
Project Name	Project - Customer Care Registry
Maximum Marks	2 Marks

Problem Statement:

I am XXX and I am a regular customer in famous e-commerce websites like Amazon, Flipkart. I order regularly. The problem I have is that in most times, I don't have any reliable sources to clear my doubts in some of the products I buy.

There are reviews and customer ratings in those websites, but somehow, I don't feel they are authentic and real. It would make my world if those replies were from a real expert, and I could clarify all my doubts in a single platform. Of course, I would need instant replies from a real expert who knows about the products I am asking for.

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

Example:

I am	I'm trying to	But	Because	Which makes me feel
Regular Customer	Purchase products online	I don't get proper reviews	They are not from real experts	Frustrated

I am	I'm trying to	But	Because	Which makes me feel
Regular Customer	Bought a product online	I cannot get my doubts clarified	There is no proper system	Disappointed

I am	I'm trying to	But	Because	Which makes me feel
Regular Customer	Raise queries about a product	I am getting invalid answers / replies are too late	Replies are from unauthenticated persons	Stupid

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Regular Customer	Purchase products online	I don't get proper reviews	They are not from real experts.	Frustrated
PS-2	Regular Customer	Bought a product	I cannot get my doubts clarified	There is no proper system	Disappointed
PS-3	Regular customer	Raise queries about a product	I am getting invalid answers / replies are too late	Replies are from unauthenticated persons	Stupid