

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID17815
Project Name	Inventory Management System for Retailers.
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/app/board/uXjVPPW8r5Q=

Example:

I am	I'm trying to	But	Because	Which makes me feel
Retailer	Add my own stock	as many details about the stock	not user friendly	Disappointed
Retailer	view all stock details	secret stocks are also visible	they may not shown to others	Helplessness
Retailer	get notify in case of out of stock earlier	I got notified only after the stock gets 0	website is not designed as favour for me	Emptiness
Retailer	sell the stock with offer	the fixed price is available	not flexible	Hopelessness
Retailer	view profit and loss of every day	some times loss also occurs	there is no recommendation for every customers	Helplessness

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Retailer	Add my own stock	As many details about the stock	Not user friendly	Disappointed
PS-2	Retailer	View all stock details	Secret stocks are also visible	They may not show to others	Helplessness
PS-3	Retailer	Get notify in case or out of stock earlier	I got notified only after the stock gets 0	Website is not designed as favour for me	Emptiness
PS-4	Retailer	Sell the stock with offer	The fixed price is available	Not flexible	Hopelessness
PS-5	Retailer	View profit and loss of every day sales	Sometimes loss also occurs	There is no recommendation for every customers	Helplessness