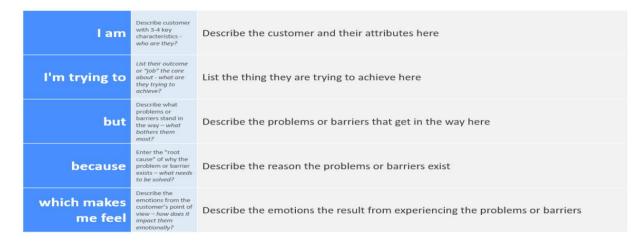
## Ideation Phase Define the Problem Statements

| 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.



Reference: https://miro.com/app/board/uXjVPPW8r5Q=/

## **Example:**



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