

## Ideation Phase

### Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID21204
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.

<b>I am</b>	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	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/>

I am Retailer	I'm trying to Get the product details	But Unable to retrieve proper information	Because lack of communication with the store	Which makes me feel deadlocked and unable to proceed
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I am Retailer	I'm trying to Selling my product	But not able to sell the products	Because the product is not preferable by the customer	Which makes me feel Anxiety
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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Retailer	Get the product details	Unable to retrieve proper information	Of lack of communication with the store	Tensed (Deadlocked)
PS-2	Retailer	Selling my product	Not able to sell the products	The product is not being preferable by the customer	Anxiety
PS-3	Retailer	Maintain proper stocks or products	Proper organizing and maintaining is difficult	Product availability and records are not updated frequently	Depression (Stress)