

Ideation Phase

Define the Problem Statements

Date	12 October 2022
Team ID	PNT2022TMID25546
Project Name	News Tracker Application
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.

Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Business owner	Get a localised news	I get a news from unwanted region and domain	Location based search is not applicable	Unfamiliarity about local region
PS-2	Customer from Multilingual country	Get various language oriented news	There is only a one language	It doesn't has no more optimal languages	Misunderstanding the main theme