

Ideation Phase

Define the Problem Statements

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|---------------|---|
| Date | 19 September 2022 |
| Team ID | PNT2022TMID25500 |
| Project Name | Project - Inventory Management System For Retailers |
| Maximum Marks | 2 Marks |

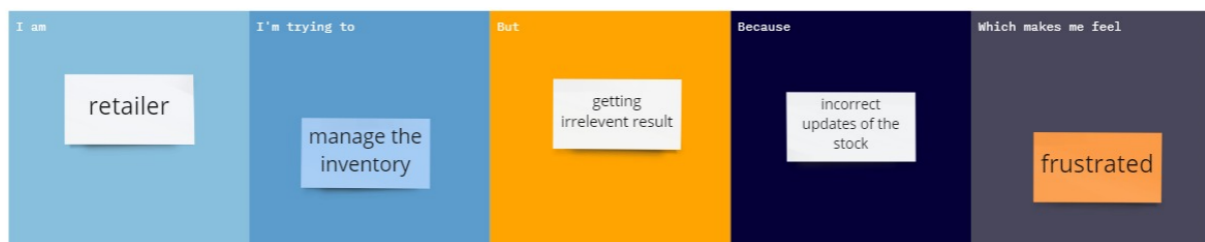
Customer Problem Statement Template:

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.

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

Reference: <https://miro.com/templates/customer-problem-statement/>

Example:



| Problem Statement (PS) | I am (Customer) | I'm trying to | Because | Which makes me feel |
|------------------------|-----------------|----------------------|--|---------------------|
| PS-1 | Retailer | Manage the inventory | Due to human error, Lack of interest and consciousness | Frustrated |