IDEATION PHASE
IDEATION

Team ID	PNT2022TMID13254
Project Name	Project – Customer Care Registry

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.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A buyer	Buy a phone online	It takes a long time	The web page is not responsive	Annoyed
PS-2	A buyer	Add an item to my cart	But I cannot add the item to my cart	The add to my cart button is faulty	Disappointed