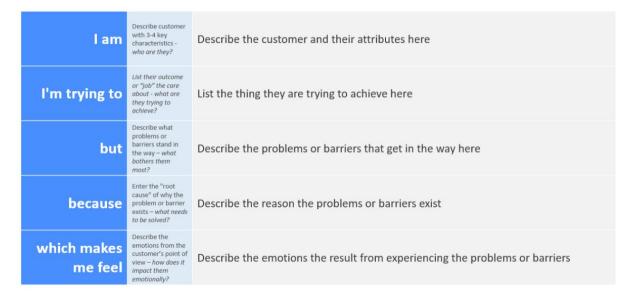
Ideation Phase Define the Problem Statements

Date	19 September 2022		
Team ID	PNT2022TMID13572		
Project Name	Global Sales Data 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.



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

Example:



Problem	l am	I'm trying to	But	Because	Which makes me feel
Statement (PS)	(Customer)				
PS-1	MNC Owner	Increase my	Don't	Future stock	Frustrated
		Productivity	know	prediction is	
			how to	difficult	
			increase		
PS-2	A person in	Develop	Difficult	Time	stress
	marketing	product	to find	restrictions	
	team	marketing	targeted	may apply	
		plan and	customer		
		strategy			