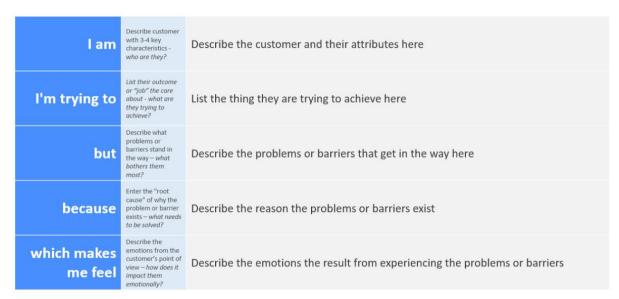
## Ideation Phase Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID15202
Project Name	Project: AI based discourse for banking industry
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.

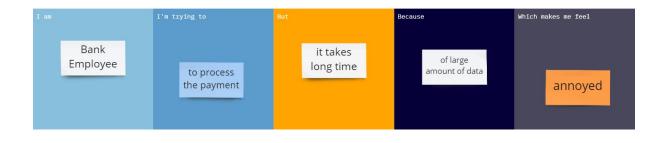
A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.



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

## **Example:**







Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Bank employee	To process the payment	It takes long time	Of large amount of data	annoyed
PS-2	customer	To open my account	It takes long time	Of poor network time in banking Industries	frustrated