Ideation Phase Define the Problem Statements

Date	19 September 2022	
Team ID	PNT2022TMID11639	
Project Name	Project - Customer Care Registry	
Maximum Marks	2 Marks	

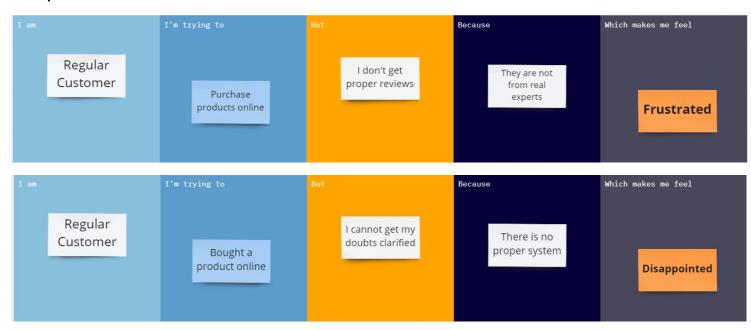
Problem Statement:

I am Surya and I am a regular customer in famous e-commerce websites like Amazon, Flipkart. I order regularly. The problem I have is that in most times, I don't have any reliable sources to clear my doubts in some of the products I buy.

There are reviews and customer ratings in those websites, but somehow, I don't feel they are authentic and real. It would make my world if those replies were from a real expert, and I could clarify all my doubts in a single platform. Of course, I would need instant replies from a real expert who knows about the products I am asking for.

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

Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Regular	Purchase	I don't get	They are not from real	Frustrated
	Customer	products online	proper reviews	experts.	
PS-2	Regular Customer	Bought a product	I cannot get my doubts clarified	There is no proper system	Disappointed
PS-3	Regular customer	Raise queries about a product	I am getting invalid answers / replies are too late	Replies are from unauthenticated persons	Stupid