

Ideation Phase

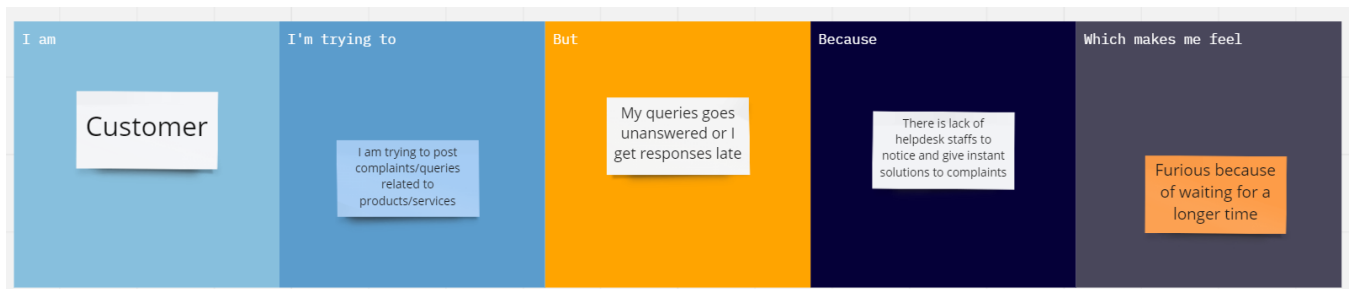
Define the Problem Statements

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|---------------|----------------------------------|
| Date | 19 September 2022 |
| Team ID | PNT2022TMID53488 |
| Project Name | Project - Customer Care Registry |
| 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.



| Problem Statement (PS) | I am (Customer) | I'm trying to | But | Because | Which makes me feel |
|------------------------|-----------------|---|--|--|--|
| PS-1 | Customer | I am trying to post complaint/ queries related to products / services | My queries goes unanswered or I get responses late | There is lack of help-desk staffs to notice and give instant solutions to complaints | Furious because of waiting for a longer time |