

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID15415
Project Name	Project – NEWS TRACKER APPLICATION
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.

I 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

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

Example:



Problem Statement

Vijay is a busy business man who needs to read news on the go without any hassles while travelling because he considers carrying around a physical newspaper a nuisance to him and the people around him. Vijay needs to read news in such a way that he doesn't have to worry about ever buying physical newspapers or carrying with him everywhere. Something which should fit in the palm of his hands, which he could carry everywhere, access from everywhere, something digital such as an Application hosted on the internet which could be accessed from any device that is connected to the Internet. Such as smartphones and computers.

Question	Description
Who does the problem affect?	Customers such as Vijay.
What are the boundaries of the problem?	geographic, workflow, daily life
What is the issue?	Physical newspapers are old fashioned in this digital era. They cost money to buy, can easily be damaged, limited amount of information, not flexible to modifications, poor quality. Fixing these in such a way can make physical newspapers become extinct and their use can be abolished. If the problem isn't solved, it would become a greater problem to integrate people to become digitally aware.
When does this issue occur?	The issue occurs when the customer wants to read the news.
Where is the issue occurring?	The issue occurs when people try to access information i.e during the usage. Accessing information is flawed through the usage of physical newspapers in the digital era.

<p>Why is it important that we fix this problem?</p>	<p>It is important to fix this problem because since everything in our day to day life is becoming/being converted to digital from a physical/analog entity. It is necessary to access information from anywhere. It reducesthe hassles of getting knowledge and information that has happened before and will promote everyone to know better about the current events that's happening and will motivate everyone to gain a profound knowledge in the field of their interests. It wouldn't look weird when</p>
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