

Ideation Phase

Define the Problem Statements

Date	9 September 2022
Team ID	PNT2022TMID37046
Project Name	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.

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 (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A student	Create a new bank account via call	I'm not able to contact the bank	It tells me I am not a customer	Unhappy
PS-2	Business woman	Make fixed deposits	I'm not getting proper response from the application	My request is not reaching to the bank servers	Uncomfortable and less secure
PS-3	A normal person	Get a new debit card	I didn't receive my debit card till now	It has not been dispatched from the post office	Displeased and disappointed