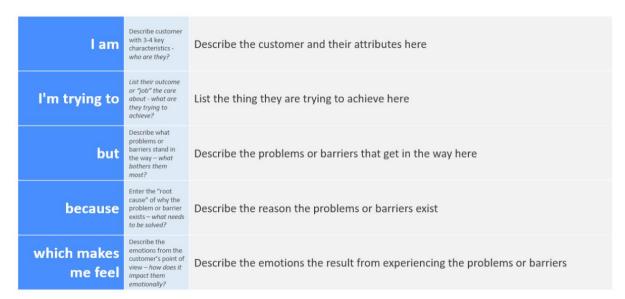
Ideation Phase Define the Problem Statements

Date	19 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.



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