**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| 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.

Graphical user interface, text, application, email

Description automatically generated

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

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **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 |