

IDEATION PHASE
DEFINE THE PROBLEM
STATEMENTS

Date	11 October 2022
Team ID	PNT2022TMID22848
Project Name	Personal Expense Tracker Application
Maximum Marks	2 Marks

Customer Problem Statement Template:

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.

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A working employee	Save my money	I can't get myself to limit my spendings	Write down, where you spend the money	Frustrated
PS-2	Business	Organizing the expense	I spend money lavishly	Making calculation	Irritated