

Ideation Phase

Define the Problem Statements

Date	1 NOV 2022
Team ID	PNT2022TMID41786
Project Name	Project – Real time Communication Powered by AI for specially abled
Maximum Marks	2 Marks

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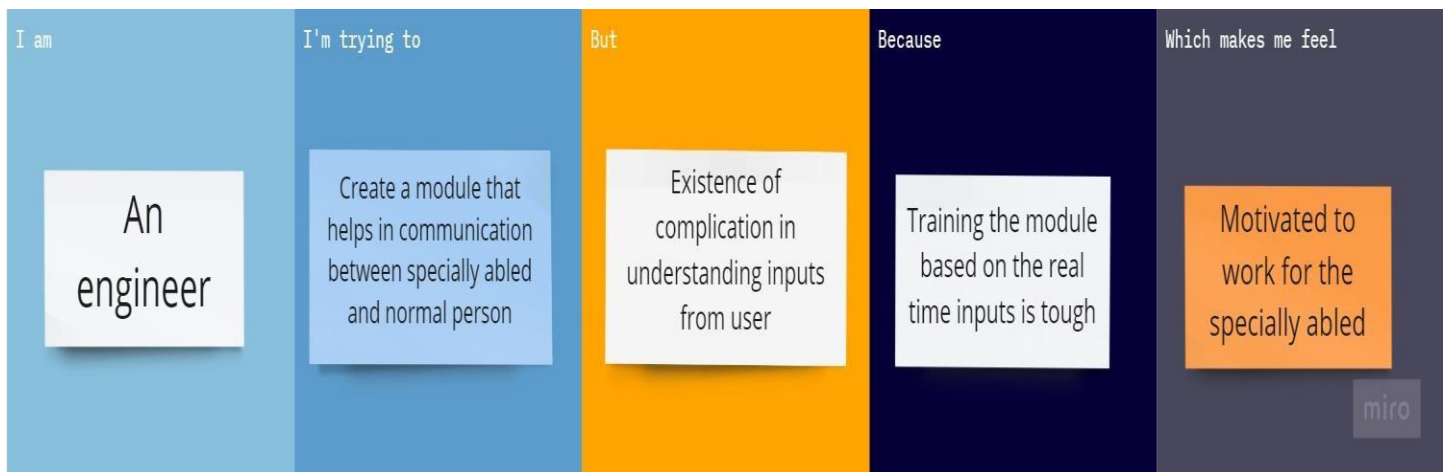
S.KAVIYARASAN

CREATE PROBLEM STATEMENT:

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 - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way – <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists – <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view – <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

USES: A customer problem statement **outlines problems that your customers face**. It helps you figure out how your product or service will solve this problem for them. The statement helps you understand the experience you want to offer your customers



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Deaf person	Communicate better	I'm a slow talker	I cannot hear	Inferior
PS-2	Dumb person	Talk effectively using signed language	Sign language cannot be understood by normal people	It is difficult to learn and understand .	Frustrated