

## Ideation Phase

### Define the Problem Statements

Date	15 October 2022
Team ID	<b>PNT2022TMID12898</b>
Project Name	<b>Project - Retail Store Stock Inventory Analytics</b>
Maximum Marks	2 Marks

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#### 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.

<b>I am</b>	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
<b>I'm trying to</b>	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
<b>but</b>	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
<b>because</b>	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
<b>which makes me feel</b>	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

#### Problem statement 1 :

I am  consumer	I'm trying to  buy accessories	But  I am unsatisfied in buying them as I reside at San Francisco	Because  accessories are shipped lesser and with huge shipping rate	Which makes me feel  worried about much expenses
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A consumer, residing at San Francisco, wants to buy accessories like mouse, pendrive, etc. But he/she finds out that availability of accessories from the US Super store is very less to their locality which makes him/her pay much for the shipping rate to buy the

products from farer areas. This makes him/her very much worried about the expenses. This scenario happens to several customers in the locality.

### Problem statement 2 :



A customer wants to buys summer clothes for the upcoming summer holiday to his/her entire family from a particular retail shop. But he/she faces problem in doing it, as he/she sees that desired dresses are not available in the required sizes and this makes him/her hugely sad and burdens him/her up with overhead process of buying in physical mode.

### Problem statement 3 :



A care taker takes care of his/her patient. Hence he/she is provided with the responsibility on buying and providing medicines to his/her patient routinely without mistake. But he/she faces problem of less number of pharmacies in their area – Ilorin. Hence he/she is very much worried about the consequences.