

# CUSTOMER CARE REGISTRY

## IDEATION

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## **Ideation & Idea Prioritization Template:**

This phase provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich number of creative solutions.

## **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>Problem Statement(PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	A buyer	Buy a phone online	It takes a long time	The web page is not responsive	Annoyed
PS-2	A buyer	Add an item to my cart	But I cannot add the item to my cart	The add to my cart button is faulty	Disappointed

THANK YOU