

Ideation Phase

Define the Problem Statements

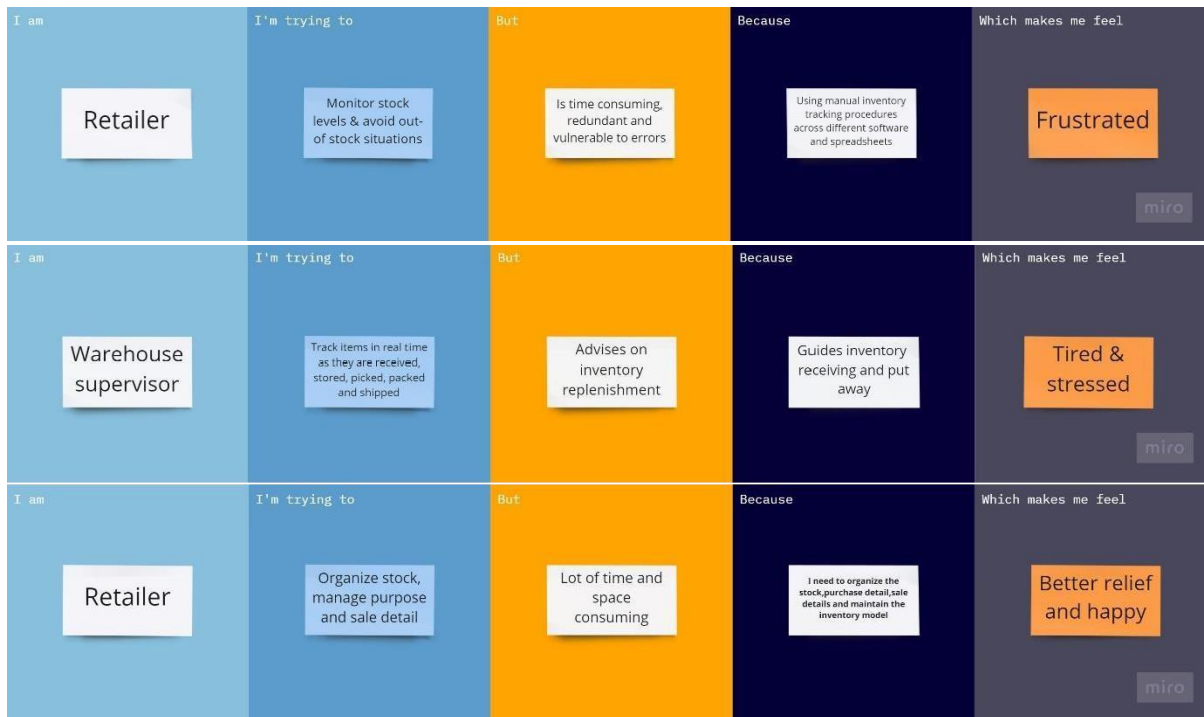
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Project Name	Inventory Management System for Retailers

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.

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



Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Retailer	Organize stock, manage purpose and sale detail	Lot of time and space consuming	I need to organize the stock, purchase detail, sale details and maintain the inventory model	Better relief and happy
PS-2	Retailer	Monitor stock levels & avoid out of stock situations	Is time consuming, redundant and vulnerable to errors	Using manual inventory tracking procedures across different software and spreadsheets	Frustrated
PS-3	Warehouse supervisor	Track items in real time as they are received, stored, picked, packed and shipped	Advises on inventory replenishment	Guides inventory receiving and put away	Tired & stressed

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