Ideation Phase
Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID51918
Project Name	Project - Customer Care Registry
Maximum Marks	2 Marks

Problem Statement

I am Anuraam. As for the time being, there a lot of budget planner software that are available online but some of these software fall short in helping users to actually create and stick to a budget.
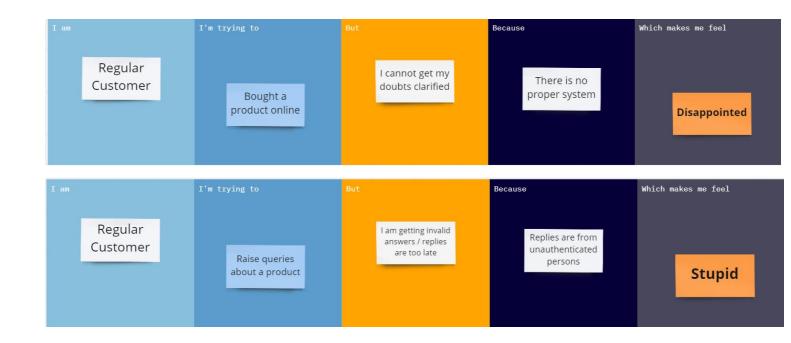
One of the drawbacks is the on-going maintenance, a lot of budget software offer the simplicity of integrating with all users financial accounts and consolidating their activity into one dashboard. However though, some of this existing software mostly have complicated features that are not user friendly.

Also, due to the busy and hectic lifestyle people tend to overlook their budget and end up spending an excessive amount of money since they usually didn't plan their budget wisely. Last but not least, user cannot predict future expenses. While they can write down their expenses in a piece of paper or manage them in excel spreadsheet, their lack of knowledge in managing finances will be a problem

I am	Describe customer with 3-4 key characteristics - *who are they?*	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - *what are they trying to achieve?*	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way – *what bothers them most?*	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists – *what needs to be solved?*	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view – *how does it impact them emotionally?*	Describe the emotions the result from experiencing the problems or barriers

Example:

I am	I'm trying to	But	Because	Which makes me feel
Regular Customer	Purchase products online	I don't get proper reviews	They are not from real experts	Frustrated

Panel 1

I am	I'm trying to	But	Because	Which makes me feel
Regular Customer	Bought a product online	I cannot get my doubts clarified	There is no proper system	Disappointed

Panel 2

I am	I'm trying to	But	Because	Which makes me feel
Regular Customer	Raise queries about a product	I am getting invalid answers / replies are too late	Replies are from unauthenticated persons	Stupid

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Regular Customer	Purchase products online	I don't get proper reviews	They are not from real experts.	Frustrated
PS-2	Regular Customer	Bought a product	I cannot get my doubts clarified	There is no proper system	Disappointed
PS-3	Regular customer	Raise queries about a product	I am getting invalid answers / replies are too late	Replies are from unauthenticated persons	Stupid