

## Ideation Phase

### Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID51925
Project Name	Project - Customer Care Registry
Maximum Marks	2 Marks

#### Problem Statement:

I am Surya and I am a regular customer in famous e-commerce websites like Amazon, Flipkart. I order regularly. The problem I have is that in most times, I don't have any reliable sources to clear my doubts in some of the products I buy.

There are reviews and customer ratings in those websites, but somehow, I don't feel they are authentic and real. It would make my world if those replies are from a real expert and I could clarify all my doubts in a single platform. Of course, I would need instant replies from a real expert who knows about the products I am asking for.

<b>I am</b>	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - what bothers them most?	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 - what needs to be solved?	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	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  Regular Customer	I'm trying to  Purchase products online	But  I don't get proper reviews	Because  They are not from real experts	Which makes me feel  Frustrated
I am  Regular Customer	I'm trying to  Bought a product online	But  I cannot get my doubts clarified	Because  There is no proper system	Which makes me feel  Disappointed



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