Ideation Phase
Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID51358
Project Name	Project – Smart fashion Recommender Application
Maximum Marks	2 Marks

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.

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	The user	Find offers and Discounts	He/ She missed offers	User doesn't remember	sad
PS-2	The user	Avoid travel for textile shop	He/she doesn't have time	Traffic	Tired
PS-3	The user	New fashion cloths	Shop doesn't have new collection	Shop doesn't update collection	Frustrated