

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID37427
Project Name	News Tracker Application
Maximum Marks	2 Marks

Customer Problem Statement Template:

Creating a problem statement by understanding the customer's point of view. The Customer Problem Statement template helps us to focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows us and our team to find the ideal solution for the challenges our customers facing. Throughout the process, we'll also be able to empathize with our customers, which helps us better understand how they perceive our product or service.

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Business man	Get Daily Updates in my busy schedule	I couldn't carry newspaper everywhere.	I will be travelling , Packed with meetings.	Disappointment
PS-2	Investor in Stocks.	Must know up to date.	Not possible to search in many websites.	I couldn't make time in searching news or updates.	Dropping in my investment.
PS-3	Middle Class People	Wants the thirst to know what's happening in the surrounding.	I couldn't afford money daily to buy newspaper.	I cannot afford money for morning and evening to know the current trends.	Dejected.