

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNTIBMNm63
Project Name	Project – PERSONAL EXPENSE TRACKER
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.

Reference: <https://miro.com/templates/customer-problem-statement/> **Example:**

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	customer	Tracking the income expense	It take a long time and work	The web page is not responded	annoyed
PS-2	customer	Tracking savings and monthly income and all beneficiary items	It takes confusion to tally final expense and some issues.	Proper internet issue and application maintaince issue	Disappointed