

Ideation Phase

Team ID	PNT2022TMID42092
Project Name	Inventory management system for retailers
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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: