

Ideation Phase

Team ID	PNT2022TMID43171
Project Name	Project – Global Sales Data Analytics
Maximum Marks	2 Marks

Customer Problem Statement Template:



The diagram illustrates a five-part template for a customer problem statement, presented as a horizontal sequence of colored boxes on a light gray grid background. Each box contains a prompt at the top and a user-defined text area below it. The boxes are: 1. Light blue with 'I am' and a white box containing 'CUSTOMER'. 2. Medium blue with 'I'm trying to' and a light blue box containing 'ORDER BEST HANDBAG FOR MY MOM'. 3. Orange with 'But' and a white box containing 'NOT AVAILABLE FOR ME'. 4. Dark blue with 'Because' and a white box containing 'ONLY APPLICABLE FOR PREMIUM USER'. 5. Dark gray with 'Which makes me feel' and a light green box containing 'BAD'. A small black arrow points to the green box. A 'Zoom to 100%' button is located in the bottom right corner of the grid.

I am	I'm trying to	But	Because	Which makes me feel
CUSTOMER	ORDER BEST HANDBAG FOR MY MOM	NOT AVAILABLE FOR ME	ONLY APPLICABLE FOR PREMIUM USER	BAD

Zoom to 100%