

Ideation Phase Define the Problem Statements

Date	14 November 2022
Team ID	PNT2022TMID03404
Project Name	Project - Customer Care Registry
Maximum Marks	10 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.



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1 Poor quality	Ordered a product	Compare the product rate	The product does meet the customer's expectations	The quality is poor	The customer will have a bad reputation
PS-2 Late delivery	Ordered a product	The customer received the order	The delivery time was due	Shippment has been delayed	The customer is frustrated