

Ideation Phase Define the Problem Statements

Date	17 September 2022
Team ID	PNT2022TMID01375
Project Name	Retail Store Stock Inventory Analytics

Customer Problem Statement:

We have created a problem statement to understand our customer's point of view. The Customer Problem Statement helps us to focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows our team to find the ideal solution for the challenges of our 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	I'm trying to	But	Because	Which makes me feel
PS-1	a Customer	Expecting more variety of products	Expected stock is not available	Of the poor inventory	Frustrated
PS-2	a Customer	Tracking of the product	Location is not accurately	Accuracy of Gps signal is low	Tensed
PS-3	a Customer	Check the price of stocks	Due to change in price constantly	Updating issues in inventory	Confused
PS-4	a Customer	Check the product condition	That doesn't satisfy the customer needs	of the poor quality	Frustrated