

Ideation Phase

Define the Problem Statements

Typical Problem Statement:

- Tamil Selvan is a business man who needs to predict resale value of his car because he wants to sell and buy a new model car.
- Suresh Kumar is a software engineer who need to sell the car because he want to upgrade brand new car.
- Saran Pradeep is a seller in used car market who need to know the price of the car because to sell the car for customer.
- Sankar lingam is a doctor who need to predict car value because to buy a car for his son.
- Suresh Kumar is beginning driver who need to buy the car because he wants to buy a car on his budget.
- Ramu is bank manager who need to sell his car for good price because to get high profit in selling his car.
- Mohan is IT manager who need to buy Honda Civic in used car market because he don't know the used car price of Honda Civic so he used car resale value predictor.
- Gokul is College student who need to buy car for his both regular use and family use because he doesn't know the market price of the car.

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.

I am	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

Problem Statements for Car Resale Value Prediction

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I am a graduate	I'm trying to resale a used cars	I can't find an appropriate way to get old cars	I can't able to collect the data of a good condition car	Like I have no cars with a proper Mileage, condition, colour of the car, Accident History
PS-2	And adult person who lives in city	To use a car for 10 - 60 minutes trips 1 -4 times per week	The user would not want to own his own car as it would be too expensive	Because Its important for the user to think and live green and to not own more than he truly needs	Like to share a car with others who have similar needs, there no easy and affordable solutions
PS-2	I'm an average man	I'm trying to buy a resale car to save money and upgrade segment for less	I can't able to analyse the full history of the used car	It may look at good condition, further may I get the upgrade segment in high budget	Like I should not get a full analysis of the car and is there a chance to take a wrong decision.