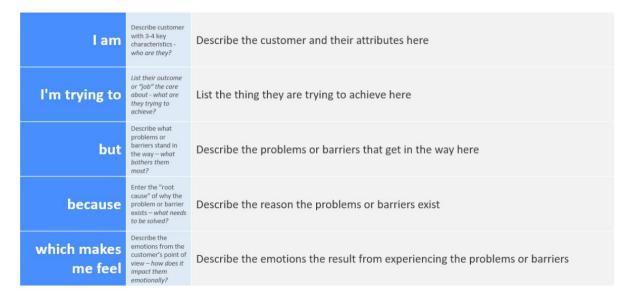
Ideation Phase Define the Problem Statements

Date	19 September 2022		
Team ID	PNT2022TMID08662		
Project Name	Project – Web Phishing Detection		
Maximum Marks	2 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.



Reference: https://miro.com/templates/customer-problem-statement/

Example:



Problem	I am	I'm trying to	But	Because	Which makes me feel
Statement (PS)	(Customer)				
PS-1	A buyer	Make payment for the product	The payment details are tampered	The website is not secured	Helplessness
PS-2	A Gamer	Purchase loots and upgrades for the character	It always directing to third-part website	The game application is infected with Malware	How can I trust this link?