

Ideation Phase

Define the Problem Statements

Date	15 November 2022
Team ID	PNT2022TMID19710
Project Name	Smart Fashion Recommender Application
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.

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 Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Customer	See the trending collections	The searching technique is not good	of the app didn't use efficient search technique	Annoyed
PS-2	Customer	Explore the application	The UI is not good when I try to access through mobile	The design of UI is not reliable and the back-end is also bad	Helpless
PS-3	Customer	Place order	Every time I have to enter my details	The app is not able to save the information	Annoyed
PS-4	Customer	Show collections according to my needs	I have to search all the filters	The app is not user friendly	Frustrated



