

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID47409
Project Name	Project – Customer Care Registry
Maximum Marks	2 Marks

Customer Problem Statement Template:

I'm a regular customer in online e-commerce. While searching through products, I come across various doubts about the product. Sometimes the product received varies from the one ordered or not a fair one is received. Customer reviews seems may be not upto the mark for the product.

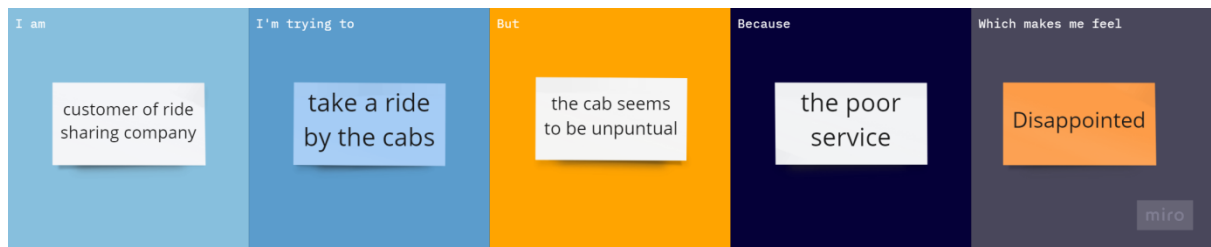
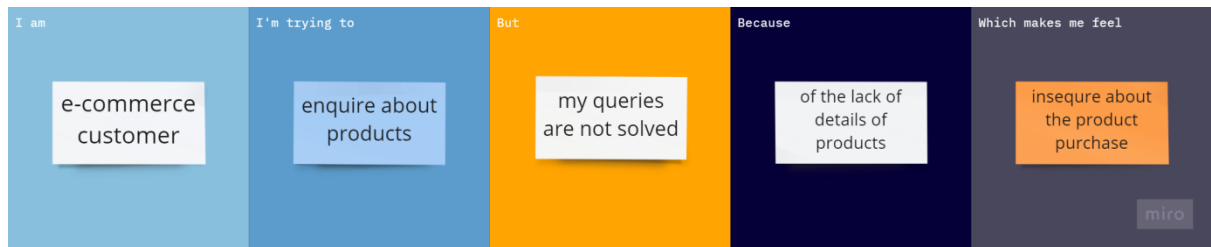
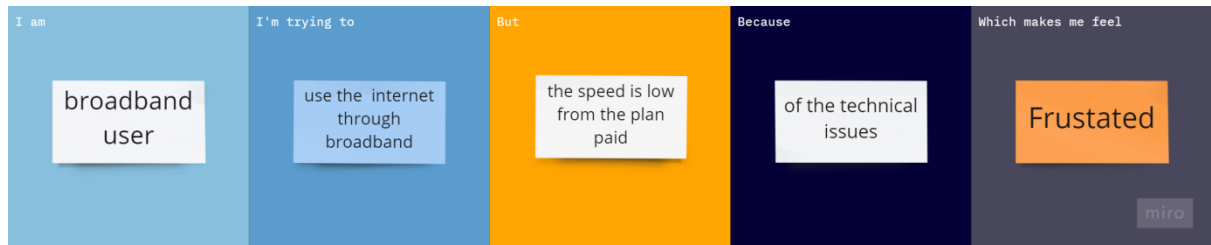
For these kind of scenarios as a customer, I expect my queries and doubts to be clarified by the experts in that field who are working under that business. This gives a need for customer-expert interaction, for **any kind of business**.

And so we develop a Customer Care Registry as a web application.

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

Example:

I am a traveler	I'm trying to book flights on my phone	But it takes a long time	Because The website is not responsive and doesn't have a mobile version.	Which makes me feel Frustrated
--------------------	---	-----------------------------	---	-----------------------------------



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	e-commerce customer	purchase products	have queries about the products	of lack of details about the product	Unwilling about purchase
PS-2	broadband user	the internet through broadband	the speed varies from the paid plan	of technical issues	Frustrated
PS-3	ride sharing company	to make a ride	the vehicle tends to be late or unsatisfactory	poor service provider	Disappointed