

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID01481
Project Name	Project - Inventory Management system for retailers
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.



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Retail owner	Prevent excess supply	Unable to manage stocks	Cannot analyse stock	anxiety
PS-2	Retail Owner	Satisfy customer demand	Unable to realize the demand	Unable to maintain pattern in business	stressed