

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID27012
Project Name	Project - web phishing detection(ADS)
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.

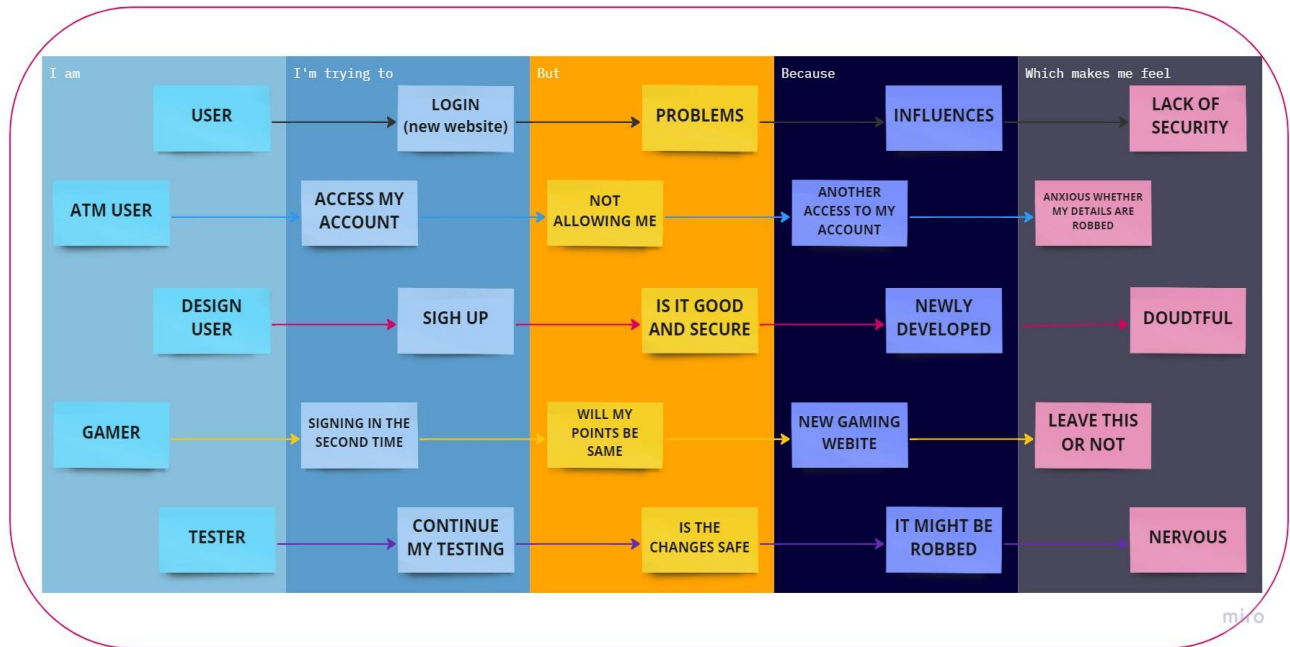
A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

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

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

Example:

Customers using the online mode for their professional work, trying out new or trouble shooting websites without the acknowledgement of phishing or scam that might happen. This example shows us the reaction of various online professional users when encountering the problems of phishing .



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	USER	Login to my website	Few invalid problems arises	Scamming and phishing influences	Lack in the website security details
PS-2	ATM USER	Taking the transaction, accessing my account	Its not allowing me through this	Another user has access using my id	Anxious whether my details are robbed or stolen
PS-3	DESIGN USER	Sign up in the account	Is it good and secure	Newly developed website on the market	Doubtful of storing my designs
PS-4	GAMER	Sighing for the second time	Will the scoreboar d details is safe	New gaming website	Should i leave this or not
PS-5	TESTER	Continue my testing process	Is the changes are safe	Important company details might get robbed	Nervous on continuing