

Ideation Phase

Define the Problem Statements

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| Date | 19 September 2022 |
| Team ID | PNT2022TMID12477 |
| Project Name | 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.

| | | |
|----------------------------|---|---|
| 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:

| I am | I'm trying to | But | because | Which makes me feel |
|--------------|--|---|--|----------------------|
| Retailer | Sell the products to the customer | Sometimes I couldn't provide the requested stock on time | of the problem of out of stock | worried |
| Customer | Search for some products | I cannot view the requested product in the application | the app doesn't work properly due to bugs | annoyed |
| Manufacturer | To make the products available to the customer | I'm not able to continue production due to recurring loss | of the lack of resources and raw materials | anxious and stressed |

| Problem Statement (PS) | I am (Customer) | I'm trying to | But | Because | Which makes me feel |
|-------------------------------|------------------------|-------------------------------------|-----------------------------------|--------------------------------------|----------------------------|
| PS-1 | Retailer | Sell the products to customer | Could not provide stock on time | Of out of stock | worried |
| PS-2 | Customer | Search for needed products | Cannot view the product | Of bugs | annoyed |
| PS-3 | Manufacturer | Make products available to customer | Could not manufacture due to loss | Of the lack of resources and capital | Anxious and stressed |