

Ideation Phase

Define the Problem Statements

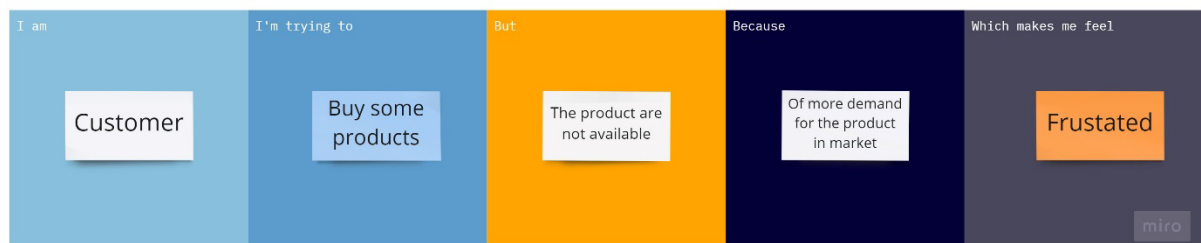
Date	01 October 2022
Team ID	PNT2022TMID08000
Project Name	Global Sales Data Analytics
Maximum Marks	2 Marks

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.

Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	producer	Increase my revenue	Customer demand is low	The product availability is less	Depressed
PS-2	Customer	Buy some products	The product are not available	Of more demand for the product in market	Frustrated