## Ideation Phase Define the Problem Statements

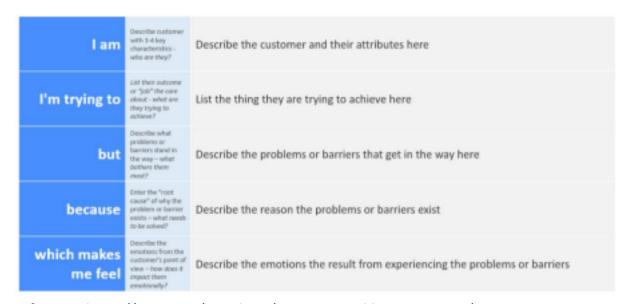
Date	19 September 2022		
Team ID	PNT2022TMID53843		
Project Name	Data Analytics For DHL Logistics Facilities		
Maximum Marks	2 Marks		

## **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.

The statement helps you understand the experience you want to offer your customers. It can also help you understand a new audience when creating a new product or service.

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.



Reference: <a href="https://miro.com/templates/customer-problem-statement/">https://miro.com/templates/customer-problem-statement/</a>

## **Example:**



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1					
PS-2					