

Ideation Phase

Define the Problem Statements

Date	06 oct 2023
Project name	Field Visiting Business For Interviewing About
	Digital Marketing

Customer Problem Statement Template:

Define your objectives: Determine what specific information you want to gather from customers regarding their digital marketing problems.

Identify the target audience: Decide which type of customers or businesses you want to interview.

Create a list of questions: Prepare a set of open-ended questions to elicit detailed responses.

Schedule visits: Contact the selected customers and set up appointments for the interviews.



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Determine the requirements (customer journey maps)

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