**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 03 july2024 |
| Team ID | SWTID1721040922 |
| Project Name | Project – WalletWatch—Expense Tracker app |
| Maximum Marks | 3 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.

Graphical user interface, text, application, email

Description automatically generated

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

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | I am a salaried software employee | I am trying to buy a house | But cannot save money consistently | Because not knowing where the money is being spent | Which makes me feel discouraged |
| PS-2 | I am a retired employee | I am trying to plan my expenses with my pension in getting every month | But don’t have money left at the end of the month | Because I have no track of my expenses | Which makes me feel shamefaced |
| PS-3 | I am a college student | I am trying to manage my finances responsibly while studying | But could not manage well | Because of unnecessary expenses | Which makes me feel unhappy |