**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 6th July 2024 |
| Team ID | SWTID1720076124 |
| Project Name | Online Complaint Registration And Management System |
| 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 | **Travellers** |  Easy complaint submission.   Real-time tracking.   Timely updates.   Interaction with agents. | * Complicated submission process. * Lack of transparency. * Difficulty tracking status. * Limited agent interaction. |  Outdated systems.   Fragmented processes.   No real-time tracking.   No integrated communication channels. |  Frustration.   Anxiety.   Feeling undervalued. |
| PS-2 | **Retail Shoppers** |  Complicated submission process.   Lack of transparency.   Difficulty tracking status.   Limited agent interaction. |  Complicated submission process.   Lack of transparency.   Difficulty tracking status.   Limited agent interaction. |  Outdated systems.   Fragmented processes.   No real-time tracking.   No integrated communication channels. |  Dissatisfaction.   Frustration.   Feeling undervalued. |
| PS-3 | **Utility Users** |  Easy complaint submission.   Real-time tracking.   Timely updates.   Interaction with agents. |  Complicated submission process.   Lack of transparency.   Difficulty tracking status.   Limited agent interaction. |  Outdated systems.   Fragmented processes.   No real-time tracking.   No integrated communication channels. |  Irritation.   Stress.   Feeling undervalued. |
| PS-4 | **Bank Customers** |  Easy complaint submission.   Real-time tracking.   Timely updates.   Interaction with agents. |  Complicated submission process.   Lack of transparency.   Difficulty tracking status.   Limited agent interaction. |  Outdated systems.   Fragmented processes.   No real-time tracking.   No integrated communication channels. |  Frustration.   Anxiety.   Feeling undervalued. |