

## Ideation Phase

### Define the Problem Statements

|               |  |
|---------------|--|
| Date          | 06 May 2023  |
| Team ID       | <b>NM2023TMID19402</b>   |
| Project Name  | pixel perfection transforming your photo with our cutting edges image editing platform |
| Maximum Marks | 2 Marks  |

#### Customer Problem Statement

|  |   |   |   |  |
|--|---|---|---|--|
| <p><b>I am</b></p> <div style="border: 1px solid green; padding: 10px; margin: 10px auto; width: 80%;"> <p>A customer</p> </div> | <p><b>I'm trying to</b></p> <div style="background-color: #a6a6a6; padding: 10px; margin: 10px auto; width: 80%;"> <p>Making photo in my phone</p> </div> | <p><b>but</b></p> <div style="border: 1px solid green; padding: 10px; margin: 10px auto; width: 80%;"> <p>understanding and analyzing the image editing platform</p> </div> | <p><b>because</b></p> <div style="background-color: #ffcc00; padding: 10px; margin: 10px auto; width: 80%;"> <p>Frustration and distrust when experiencing editing</p> </div> | <p>Which makes me feel</p> <div style="background-color: #ff6600; padding: 10px; margin: 10px auto; width: 80%;"> <p>FRUSTRATED</p> </div> |
|--|---|---|---|--|

| Problem Statement (PS) | I am (Customer) | I'm trying to  | But                | Because   | Which makes me feel |
|------------------------|-----------------|--|--------------------|---|---------------------|
| PS-1                   | TEAM LEAD       | Frequently checking the mail for pixel perfection                  | it takes long time | Inconvenience caused by delayed editing result              | frustrated          |
| PS-2                   | TEAM MEMBER 1   | Contacting the supplier for photo inquiries and disputes           | no idea            | Difficulty understanding and analyzing editing information. | frustrated          |
| PS-3                   | TEAM MEMBER 2   | Exploring ways to cutting edges image editing conservation methods | I can't            | Feeling empowered when able to data usage and detect apps.  | frustrated          |

|      |                  |   |                |   |            |
|------|------------------|---|----------------|---|------------|
| PS-4 | TEAM<br>MEMBER 3 | Making<br>editing<br>through<br>preferred<br>digital<br>platforms | editing errors | Frustration<br>and distrust<br>when<br>experiencing<br>editing errors | frustrated |
|------|------------------|---|----------------|---|------------|