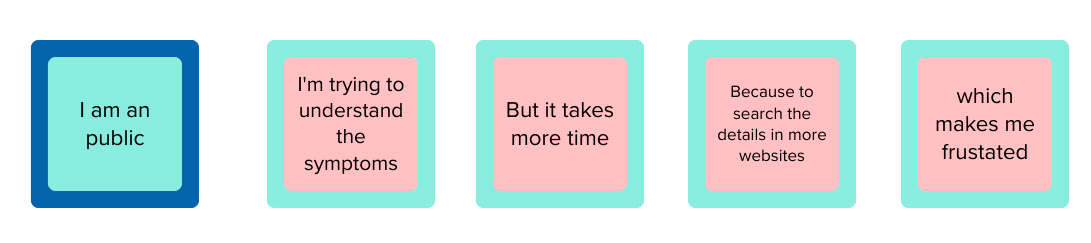
**IDEATION PHASE**

**DEFINE THE PROBLEM STATEMENTS**

|  |  |
| --- | --- |
| **Date** | **03 NOVEMBER 2023** |
| **Team ID** | **NM2023TMID04737** |
| **Project name** | **A CRM APPLICATION FOR MANAGEMING LOAN APP AND FRADULENT PREVENTION** |
|  |  |

**A CRM APPLICATION FOR MANAGEMING LOAN APP AND FRADULENT PREVENTION**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem statements**  **(ps)** | **I am** | **I'm trying to** | **But** | **Because** | **Which makes me feel** |
| **Ps-1** | CUSTOMER | I am trying to identify the specific functionality, data requirements, user roles, and integration needs | But provide training to users and create documentation to guide them on how to use the CRM application effectively. | Because implement robust security measures to protect sensitive data and prevent unauthorized access. | Which makes me feel the CRM application streamlines loan application processes, automates tasks, and reduces the time required for approval, customers are likely to have a positive experience |



CUSTOMER

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