

Ideation Phase

Define the Problem Statements

Date	03 November 2023
Team ID	NM2023TMID4205
Project Name	Creating Blog using Wordpress Platform
Maximum Marks	2 Marks

Customer Problem Statement Template:

Enthusiast mountain bikers, known for their passion and adventurous spirit, often find themselves grappling with a pressing issue. These dedicated riders are seeking durable and lightweight bike frames that can withstand the rugged demands of challenging terrains, such as rocky and uneven downhill trails. The consequences of this problem are not trivial; it puts these bikers at a higher risk of accidents and injuries during their off-road adventures, while also diminishing their overall riding experience and confidence. Enthusiast mountain bikers are driven by a desire for a reliable and high-performance bike frame that enhances their riding experience, allowing them to explore the limits of their capabilities safely. As a bike company, addressing this critical need through advanced composite materials, innovative frame designs, or specialized suspension systems presents an exciting opportunity to cater to their needs and set new industry standards for mountain biking excellence.

Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	The discomfort caused by inadequate saddles can lead to health issues such as numbness, soreness, and even long-term injuries.	I'm trying to enjoy comfortable, long bike rides, but I encounter problems finding a saddle that provides comfort, as existing options often cause discomfort and pain.	I'm trying to purchase bicycles and accessories, but I find that the available payment methods are limited to physical payments or online payments with limited security measures	I encounter difficulties in paying for my purchases easily and securely. The limited payment options and security measures available make me feel concerned about the safety of my personal and financial information.	I struggle with limited options for customizing my bike to suit my specific preferences. This lack of customization choices makes me feel that my bike does not truly represent my style and needs