**Ideation Phase**

**Define the Problem Statements**

|  |  |
| --- | --- |
| Date | 06 May 2023 |
| Team ID | **NM2023TMID19401** |
| Project Name | **The Meme Museum: A Curated Collection of Hilarity** |

**Customer Problem Statement**

**I am**

Which makes me feel

because

but

I’m trying to

frustrated

FRUSTRATED

Frustration and distrust when experiencing billingerrors

Difficulty understanding and analyzing billininformation.

using on my phone

A customer

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **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 meme museum | it takes long time | Inconvenience caused by delayed bill receipt | frustrated |
| PS-2 | TEAM MEMBER 1 | Contacting the supplier for web pages inquiries and disputes | no idea | Difficulty understanding and analyzing billing information. | frustrated |
| PS-3 | TEAM MEMBER 2 | Exploring ways to reduce disadvantages usage through conservation methods | I can’t | Feeling empowered when able to track water usage and detect leaks. | frustrated |
| PS-4 | TEAM MEMBER 3 | Making through preferred digital platforms | billing errors | Frustration and distrust when experiencing billing errors | frustrated |