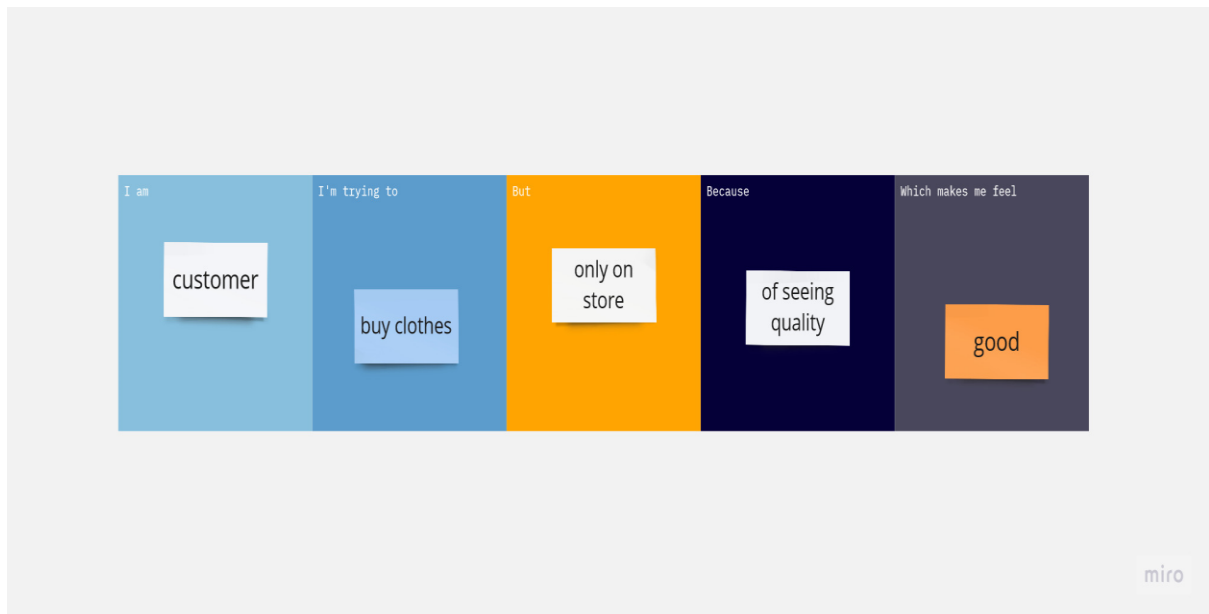


IDEATION PHASE

PROBLEM STATEMENT

NM TEAM ID	NM2023TMID01275
PROJECT NAME	Create a brand launch email - using Mailchimp



PROBLEM STATEMENT	I am user	I am trying to	but	because	Which makes me feel
PS-1	customer	Buy clothes	Only on store	Of seeing quality	good
PS-2	manager	Maintain good relation with customers	I am often struggle to communicate effectively	I am struggle to get timely information	Confused and overwhelmed