Ideation Phase
Define the Problem Statements
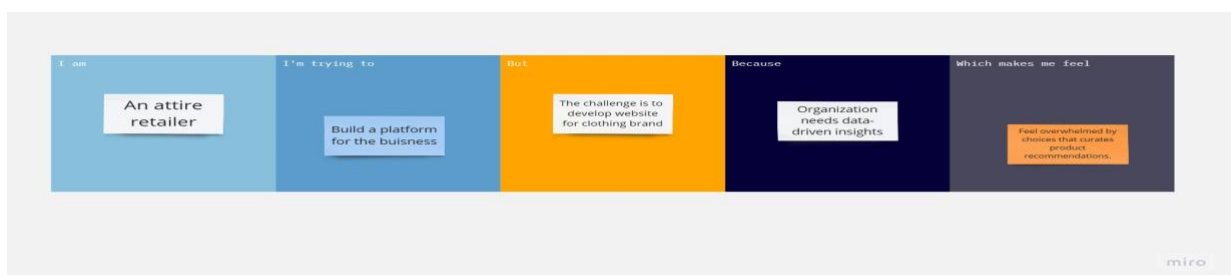
Date	31 October 2023
Team ID	NM2023TMID04450
Project Name	Creating a website using canva

Customer Problem Statement:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
Problem Statement - 1	An attire retailer	Build an online platform for our brand.	The challenge in hand is to design and develop visual compelling website.	Organizations need data-driven insights to make informed decisions.	Overwhelmed by choices, and I want a website that curates product recommendations based on my preferences.