

Ideation Phase

Define the Problem Statements

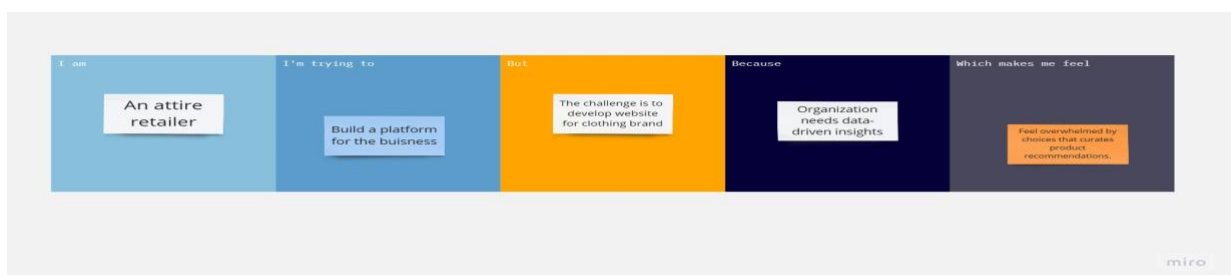
Date	31 October 2023
Team ID	NM2023TMID04450
Project Name	Creating a website using canva

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.

I am	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers



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.