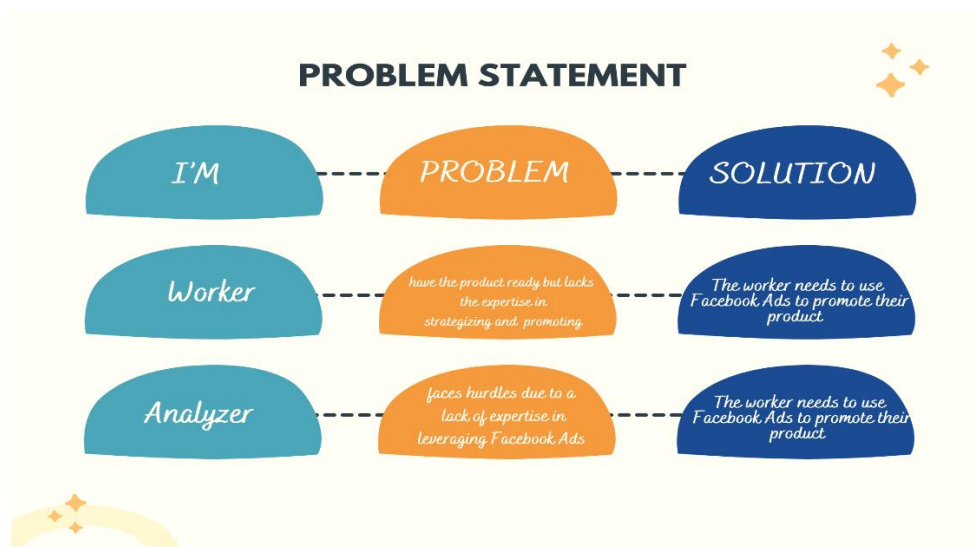


Ideation Phase

Define the Problem Statement

Date	1 November 2023
Team ID	NM2023TMID11242
Project Name	Create a Facebook Ad campaign

Customer Problem Statement Template:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Worker	Creating an effective Facebook Ad campaign to promote a product while maximizing reach, engagement, and conversion within a limited budget.	The worker has the product ready but lacks the expertise in strategizing and implementing an impactful Facebook Ad campaign to effectively market and promote the product to the target audience, hindering	The worker needs to use Facebook Ad to promote their product effectively because it is a powerful platform for reaching a vast audience, but their lack of marketing knowledge and experience is limiting their ability to create compelling campaigns that would boost the	The worker needs to use Facebook Ads to promote their product effectively because it is a powerful platform for reaching a vast audience, but their lack of marketing knowledge and experience is limiting their ability to create compelling campaigns that would boost the product's visibility and engagement.

			the product's visibility and potential success.	product's visibility and engagement	
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PS-2	Analyzer	Identify the Brand	<p>The customer possesses a compelling project ready for promotion, but faces hurdles due to a lack of expertise in leveraging Facebook Ads effectively, limiting their ability to reach the product's target audience and maximize its visibility and impact in the market.</p>	<p>The customer needs to utilize Facebook Ads for their project because it offers a powerful platform for reaching a wide audience; however, the lack of expertise in leveraging this advertising tool hinders their capacity to effectively target, reach, and engage the intended audience, thereby limiting the product's potential success and visibility in the market.</p>	<p>The customer might feel a sense of frustration or a lack of confidence in their ability to effectively promote their project using Facebook Ads. The statement highlights a situation where despite having a promising product, the customer's lack of expertise in utilizing Facebook Ads could create a feeling of limitation or a barrier in achieving their marketing goals. This might lead to a sense of missed opportunities or potential success, resulting in a need to seek additional support or expertise in advertising strategies.</p>
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