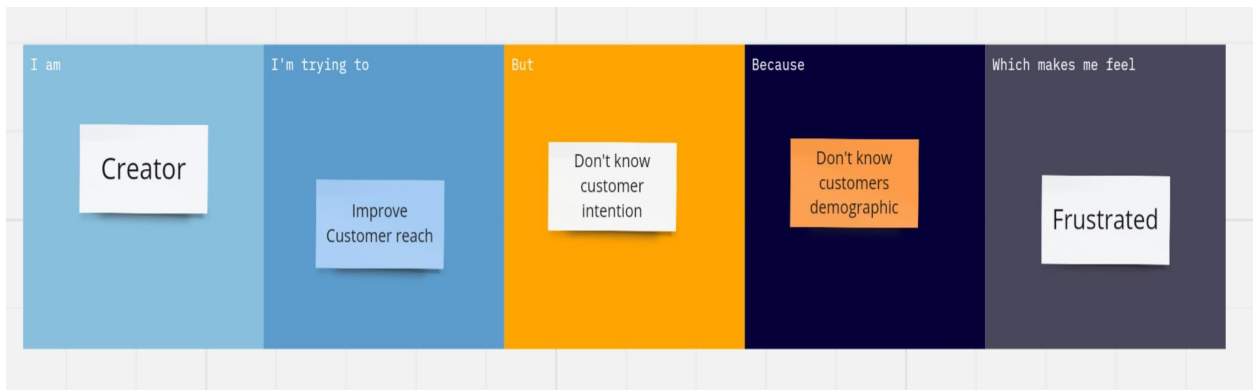


Ideation Phase

Problem Statement

NM Team ID	NM2023TMID01275
Project Name	How To Add Google Analytics to A Website



Problem Statement	I am a	I am trying to	But	Because	Which makes me feel
PS -1	Creator	Improve customer reach	Don't know customer intentions	Don't know customer demographic	frustrated
PS -2	Customer	Find Relevant product	Can't find products	Not optimised search	Angry