

Ideation Phase

Define the Problem Statements

Date	28 September 2022
Team ID	PNT2022TMID51838
Project Name	Project – Global Sales Data Analytics
Maximum Marks	2 Marks

Customer Problem Statement Template:



The diagram illustrates the Customer Problem Statement Template, structured into five sequential steps, each with a specific prompt and a corresponding text box for input. The steps are: 1. 'I am' (light blue background) with the text 'CUSTOMER'. 2. 'I'm trying to' (medium blue background) with the text 'ORDER BEST HANDBAG FOR MY MOM'. 3. 'But' (orange background) with the text 'NOT AVAILABLE FOR ME'. 4. 'Because' (dark blue background) with the text 'ONLY APPLICABLE FOR PREMIUM USER'. 5. 'Which makes me feel' (dark grey background) with the text 'BAD'. A small cursor icon is visible above the 'BAD' text box. The entire template is set against a light grey grid background. A 'Zoom to 100%' button is located in the bottom right corner of the grid.

I am

CUSTOMER

I'm trying to

ORDER BEST HANDBAG FOR MY MOM

But

NOT AVAILABLE FOR ME

Because

ONLY APPLICABLE FOR PREMIUM USER

Which makes me feel

BAD

Zoom to 100%