**Ideation Phase**

**Define the Problem Statements**

|  |  |
| --- | --- |
| **DATE:** | **26-06-2025** |
| **Team ID :** | **LTVIP2025TMID52693** |
| **Project Name :** | **ResolveFlow: Online Complaint Registration and Management System** |

This document defines key problem statements derived directly from John's Empathy Map, focusing on the challenges and frustrations he experiences related to product defects and the complaint resolution process. Addressing these problems will be central to the success of the Online Complaint Registration and Management System.

## 1. Lack of Transparency and Control

**Problem Statement:** John lacks real-time, easily accessible information regarding the status and progress of his complaint, leading to uncertainty and a feeling of being uninformed.

* **Derived from Empathy Map (THINKS):** "Will they take me seriously?", "Progress is reassuring." (implies lack of initial reassurance).
* **Derived from Empathy Map (DOES):** "Monitors status (email/dashboard)." (indicates active seeking of information due to initial lack).
* **Derived from Empathy Map (FEELS):** "Frustrated (initial)," "Relieved & Informed" (only upon receiving updates, highlighting initial problem).

## 2. Cumbersome and Inefficient Initial Complaint Submission

**Problem Statement:** The traditional methods of initiating a complaint are often perceived as complex and time-consuming, creating an initial barrier for users like John.

* **Derived from Empathy Map (SAYS):** "'Hope process is easy.'"
* **Derived from Empathy Map (DOES):** "Searches & Registers." (highlights effort needed to even start).
* **Derived from Empathy Map (FEELS):** "Frustrated (initial)," "Cautiously Optimistic" (implies a hurdle was overcome or anticipated).

## 3. Communication Gaps and Redundancy

**Problem Statement:** John experiences inefficient communication channels where he may need to repeat information, or where direct interaction with a responsible party is not immediate or streamlined.

* **Derived from Empathy Map (SAYS):** "'Updates & chat good.'" (implies this wasn't always the case). "'No calls, great!'" (highlights aversion to traditional phone calls).
* **Derived from Empathy Map (DOES):** "Chats with agent." (indicates the solution to a prior problem).
* **Derived from Empathy Map (THINKS):** "Will they take me seriously?" (can be tied to poor communication leading to feeling unheard).

## 4. Concerns Regarding Data Security and Privacy

**Problem Statement:** John has underlying concerns about the security and privacy of his personal and complaint-related data when submitting sensitive information.

* **Derived from Empathy Map (THINKS):** "'Is my data safe? (Privacy)'."
* **Derived from Empathy Map (FEELS):** "Secure" (only due to perceived system robustness, implying an initial concern).

## Conclusion

These problem statements succinctly summarize the core pain points John faces during the complaint resolution process. By focusing on providing transparent tracking, simplifying submission, streamlining communication, and ensuring robust data security, the Online Complaint Registration and Management System can effectively address these issues, leading to a much improved and more satisfying user experience for customers like John.