

Ideation Phase Problem Statement

Date	01 November 2023
Project Name	Creating an Email Campaign in MailChimp

Problems Statements

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Employee	send mails to customers	a long time process	entering too much data	drowsiness
PS2	customer	receive emails about product	unable to get up-to-date	lack of interaction with manufacture	anxiety
PS-3	Manager	to monitor email delivery	unable to get accurate resultss	lack of tools and training	stress full

Problem Statements

I am	I'm trying to	But	Because	Which makes me feel
Employee	Send emails to customers	a long time process	entering too much data	hopeless
customer	receive emails about product	unable to get up-to-date	lack of interaction with manufacture	anxiety
Manager	to monitor email delivery	unable to get accurate results	lack of tools and training	stressfull

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