

Ideation Phase

Define the Problem Statements

NAAN MUDHALVAN ID(NM ID)	TEAM MEMBERS
A7EF915FE3829E39834467AC1C5C48B5	HEMALATHA S
3128DF7172A52A0A8A24931836A5B117	SABARINATHAN C
F4768E5DE24A3BAAE6042EDE9B78EE22	SELVAMURUGAN M
96907494DA8905599714EDE3465B220D	SOWMIYA T
Project Name	Creating an Sponsored Post for Instagram

Customer Problem Statement Template:

A proposed solution typically follows the ideation phase and aims to address the problem or challenge that you've identified. The quality and effectiveness of your proposed solution depend on the thoroughness of your ideation process and the ability to translate creative ideas into practical, actionable plans. Here are the key steps and elements to consider when presenting a proposed solution.

Problem Statement	Solution
PS-1	The Impact: This has led to a 15% drop in monthly revenue, reduced customer loyalty, and an increased workload on the customer support team trying to retain dissatisfied customers.
PS-2	The Context: Our market research shows that the primary reasons for churn include better pricing from competitors and dissatisfaction with the service's user interface.
PS-3	The Constraints: We have a limited budget for customer retention efforts and a high-priority product launch in three months that requires our team's attention.